



E L E M E N T

**FOR IMMEDIATE RELEASE**

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**Element Celebrates 15 Years of Integrated Agency Success**  
*The agency currently works with more than 80 local and national companies*

**DE PERE, Wis.** – [Element](#), a full-service advertising and web development agency with two locations in Northeast Wisconsin, marks a company milestone on Oct. 13, 2018, as it hits its 15-year anniversary. Through its growth, Element has become a truly integrated agency across six departments while embodying an honest, down-to-earth company culture.

“Element strives to produce great, creative work and improve your bottom line. Our fully integrated team of 37, and the processes we’ve developed, allows clients to combine sales and marketing through data-driven insights along the customer path-to-purchase,” Lance Peroutka, principal and agency director, said. “Our team thrives on developing on-point creative solutions that produce results. I am very proud to be reaching the 15-year anniversary mark.”

Element’s in-house services include website development and custom programming, fully integrated content marketing, public relations, social media, audio and video, traditional and digital design, and research. Recent notable projects include Appleton’s Octoberfest marketing and event coordination and Madison-based [TechDen’s website](#), which was developed according to user-testing research.

Purchased 15 years ago as River North Communications, the agency was renamed Element. From there, the company evolved from five employees working in an office basement to a staff of 37 working from two offices serving over 80 clients nationwide. In 2016, Element expanded and opened a second location in downtown Neenah while its headquarters resides in De Pere.

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**About Element**

[Element](#) is a full-service advertising and web development agency serving more than 80 clients throughout Wisconsin and beyond. Our mission is to produce great work that strengthens our clients’ bottom lines through marketing and sales. We pride ourselves on a down-to-earth culture and open, honest communication with our clients.

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