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## **County's Top Talent Comes Together to Create SLO.co**

*Three highly regarded San Luis Obispo agencies join forces*

February 25, 2016 (San Luis Obispo, California) – Newly formed [SLO.co](http://SLO.co) is what happens when top firms come together to blend their collective talents. Digital West formed the partnership with (iii) DESIGN and Parker Sanpei to draw from their diversified skills, experiences and ideas to create a one-stop full-service agency for clients seeking complete marketing solutions, from strategic planning, to design and implementation of complex, multi-tiered marketing programs. SLO.co is poised to meet the ever evolving needs of businesses looking for innovative talent.

“We believe that SLO.co, as a partnership of the best creative services in San Luis Obispo County, will deliver unique, innovative solutions that most effectively position brands to grow their business, which subsequently supports their staff and enhances communities,” said Tim Williams, CEO, Digital West and SLO.co.

[Digital West](#), founded in 1998, is an end-to-end data infrastructure provider, delivering professional “Digital Presence” services to businesses that demand high-quality products, trusted infrastructure, and outstanding reliability. With the purchase of Adsmart, a world-class mobile marketing platform that allows businesses to advertise to geo-targeted customers on mobile devices, the company is able to integrate full-service digital marketing services to its clientele.

[\(iii\) DESIGN](#) specializes in creative brand development, thoughtful marketing strategies, mobile-friendly web design, and beautifully executed collateral. The full-service design firm and content creation studio is always on the leading edge of fresh.

[Parker Sanpei](#) elevates brand awareness and is dedicated to developing authentic and memorable campaigns which set their client’s unique attributes apart from the competition. From strategic public relations and marketing, multifaceted communications, media engagement, targeted advertising campaigns, and event management, to community and consensus building, Parker Sanpei delivers business solutions with measurable results.

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