



## **Shaw + Scott Acquires Seattle-based Loxley CX**

*Inc. 5000 Award Winning Digital Marketing Agency Expands Integrated Capabilities*

**CHICAGO (January 29, 2018)**— Shaw + Scott, an industry leader in digital marketing, announced today it has acquired Seattle-based Loxley CX, an agency that specializes in CX/UX. This acquisition reflects Shaw + Scott’s ongoing commitment to offering truly holistic and cross-channel marketing solutions for their diverse client portfolio. Further, the alignment of Loxley and Shaw + Scott immediately boosts cross-channel expertise and expands capabilities in mobile, web, social, search, display, direct mail and email.

“Shaw + Scott values working with like-minded, unique and extremely talented professionals, and fosters a true sense of unity both with our clients and with each other,” said Jamie Frech, president of Shaw + Scott. “The infusion of talent from Loxley gives us deeper understanding of the customer journey and allows the customer to tell us how they want to interact with their favorite brands.”

Loxley will become a Shaw + Scott brand with three divisions: Loxley, LoxleyCX and LoxleyEd. The Loxley brand will focus on developing comprehensive and integrated agency solutions for all current Shaw + Scott clients. LoxleyCX will highlight broader cross-channel and integrated capabilities to drive comprehensive CX/UX solutions to clients. LoxleyED will be focused on training and education services for clients, partners and non-profits.

“With many of our clients struggling with crafting truly integrated, cross-channel communication and marketing solutions, Loxley will further empower us to help our clients knock down the barriers that prevent them from transforming the digital experience with savvy, effective and elegant solutions,” said Julian Scott, Co-CEO of Shaw + Scott.

“We are elated to join the Shaw + Scott family and join forces with a company that shares our values of diversity, equity and inclusive work environments,” said Wacarra Yeomans, Vice President of Agency Services, Shaw + Scott. “It’s the natural step for Shaw + Scott to add an education and training component, and provide a broader customer experience focus to their arsenal of digital marketing tools. With this merger, the entire digital marketing toolbox is now at our clients fingertips.”

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**About Shaw + Scott:**

Shaw + Scott was founded in 2009 by Melissa Shaw and Julian Scott to deliver a full range of digital marketing solutions to client organizations across a spectrum of industries and market verticals. Recognized brands including Alaska Airlines, Snapfish, Lululemon, Pier 1 Imports, Jo-Ann Stores, and Holland America rely on the digital marketing experts at Shaw + Scott to conceive, design, build, and implement marketing campaigns that drive bottom line results and positive customer experiences. Recently placed at #618 by the Inc. 5000, Shaw + Scott values diversity, equity, and work-life integration, and partners with clients who trust their experience and authority when it comes to digital marketing. To learn more, visit the Shaw + Scott website at <http://www.shawscott.com>.

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