

A Beautiful Rebrand

By Andrea Van Dam, CEO of Stella Rising

In November 2018, Women's Marketing Inc., a leading independent media and marketing agency, announced that it was officially rebranding the company as Stella Rising, the agency for rising star brands.

According to Andrea Van Dam, CEO, Stella Rising, the new brand name and logo, "reflect our internal evolution as a company, our strong track record working with growing independent brands, and the expanded portfolio of client services we offer across the digital marketing and media spectrum." We spoke with Andrea recently to understand the transformation and how Stella Rising works to build leadership brands.

What does Stella Rising do?

Over the past three decades, we've been dedicated to helping rising brands grow into industry leaders, connecting brands to the consumers who will love them. We do that through a broad portfolio of online and offline services, including retail and e-commerce strategies, social media channels, Amazon and highly targeted influencer and experiential events, among others.

We work with amazing clients that range across the beauty, CPG, and retail categories, including such recognized brands as Hain Celestial, Johnson & Johnson, HI-CHEW, Wet N Wild, Physicians Formula, and so many more.

Why change your name?

We are committed to building on our tradition of success, while recognizing that, for the range of clients we serve, the resources, talent, and services we offer them are continually evolving to meet the demands of today's and tomorrow's consumer-first economy. And, while we're a women-led company with a passion for beauty, we understand all kinds of consumers, and wanted a modern name that is more human-centric.

How can Stella Rising help our readers?

Our team understands the rapidly changing mass marketplace. With deep category expertise, rising star talent, and a long track record of growing early-stage companies to category leaders, including some of the most celebrated and successful M&A transactions, we can help your brand grow and stay relevant. I like to call it "leading from the edges." It means working with brands that are coming from the edge, not the conventional middle, where today's greatest energy, excitement, and growth in business is taking place.

Thank you to our partners at MMR for the opportunity to talk about Stella Rising—and please reach out if you have questions or have a rising star brand you'd like to make shine. I'm at avandam@stellarising.com.

Our Expertise

- Marketing, media, and insight-based communications strategies
- Strategic social and digital marketing
- Stella Intelligence, our consulting and business growth division
- Glimmer, our social insights community of 20,000 women

THE AGENCY FOR RISING STAR BRANDS

STELLA
RISING

A new, modern name. A continued passion for driving growth.

Women's Marketing has successfully grown dozens of independent-minded brands to category leadership. That commitment will continue, under Stella Rising, a name that aligns with our fresh approach to connecting with consumers, driving sales, and creating strong brands.

PROBLEMS WE SOLVE



Propelling Fast
Growth for
Emerging Brands



Driving Conversions
for DTC Brands



Finding
New Customers



Moving Product
Off the Shelf

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