

Adviatech Completes Rebranding

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Agency: **Adviatech**



After five years, search engine optimization company, Adviatech, updates their logo, marketing literature, and brand. Adviatech has also introduced a series of new search engine marketing related services.

It was toward the end of 2004 when Tampa based American Marketing Management and Motivation Services, Inc., (AMMMS) met with the recently retired Jason Bland. AMMMS, founded in 1994, was led by Christopher Kazor and offered web design, development, and other marketing products.

Bland had recently sold his company, which had holdings in both hardware and software technologies, and while nobody believed it would last long, he insisted he was going to relax for a while.

“I met Chris in Tampa, back in '99, at a business event that I attended on behalf of my previous company.” Bland continues, “After I sold that company in 2004, the plan was to relax and take a few years off. Chris had other plans.”

It was in December of 2004 that Christopher Kazor asked Jason to meet him and a client at the AMMMS office in Tampa one evening. Kazor closed the call with “By the way, come up with a company name on your way in.”

The name Adviatech was derived from Advertising via Technology. The meeting at the AMMMS office was successful, a check was written to Adviatech and at that moment, a company was born.

Adviatech was formed to focus primarily on online marketing and since then has become a full service marketing firm with a design team, writing team, social networking and distribution team, plus launched a series of niche marketing spin-offs. From the legal marketing subsidiary, SEOLawFirm.com to the insurance marketing holding of ReadytoQuote.com, to their reputation management department, EBadPress.com, Adviatech’s list of holdings continues to grow.

When doing a quarterly financial review in 2008, Bland saw that Adviatech’s growth was far beyond projections and decided

it was time to invest in Adviatech's brand.

Kazor recalls, "Originally, I was not a fan of the rebranding proposal and certainly not interested in changing Adviatech's logo. We later agreed to move forward with the understanding that the concept of our logo would have to stay the same."

For the logo update and rebranding, Adviatech turned to Lorandt Egri. Lorandt created the first Adviatech logo in 2005 and has created the identities for the Adviatech holdings and subsidiaries since then. His job was to create a logo that reflected the original concept while making it blend with the new focus on social networking. The red logo also had to work with the new website design, which was to be blue.

Lorandt's creation of a new logo that maintained the original concept and his fusion of the logo with the website design have resulted in a new brand that will carry Adviatech into the future.

Over the next few months, Adviatech will be launching a social network, podcast and upgrading their client management system to simplify the way customers communicate with the individuals working on their project.

To learn more, visit www.adviatech.com or call 1.800.728.5306.

Adviatech is a search engine marketing and search engine optimization company based in Tampa Florida.

Adviatech Corp.
9280 Bay Plaza Blvd Suite 706
Tampa, FL 33619
1.800.728.5306

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