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For Immediate Release

The Tenant-In-Common Association Chooses Dean Johnson Design as its Design and Marketing Agency of Record

Indianapolis (January 26)—The Tenant-In-Common Association (TICA) hires Dean Johnson Design with the plans for the agency to bring a fresh look to an already-established brand identity.

Dean Johnson will provide the creative edge it is known for, while maintaining the equity that the TICA brand has carried since its inception in 2003.

“We are excited to partner with Dean Johnson Design based on its submitted proposal highlighting relevant marketing materials, as well as the firm’s reputation throughout the Indianapolis area,” said Jill Delaney, Director of Communications for TICA. “After working with a firm from Chicago, it was imperative that we maintain that level of creativity while allowing communication efficiencies that using a local firm will provide.”

Initially, Dean Johnson is charged with creating a sub brand for TICA’s upcoming Spring Symposium, held in March. This symposium will require a wide variety of marketing materials such as direct mail, advertising and web banners. The firm will also be responsible for various communications throughout the year as well as another sub brand and marketing materials needed for TICA’s annual conference, to be held in October.

“We are enthusiastic about the potential we foresee with the TICA brand,” said Scott Johnson, Dean Johnson Design owner. “Our team is starting right away with the Spring Symposium’s theme ‘Survive and Thrive’ and are looking forward to building a relationship with this national association.”

About The Tenant-In-Common Association

Established in 2003, the Tenant-In-Common Association (TICA) was created as a non-profit organization focused on the success of the fractional ownership industry. TICA promotes the highest ethical standards to its members as well as provides education and information to the entire TIC community. Members include attorneys, broker/dealers, financial service providers, lenders, sponsors, qualified intermediaries and registered representatives. For more information about TICA, visit www.ticassoc.org or call 317-663-4180.

About Dean Johnson Design

Dean Johnson Design was founded in 1987 and is located on Massachusetts Avenue, the heart of the Indianapolis art district. The design firm is comprised of an elite group of professionals with expertise in brand identity, strategic marketing, communications and advertising. Dean Johnson is also an active member of the art community through its non-profit gallery, which supports local, regional and national artists, and its “Dialogue,” a community newsletter written and designed by DJD staff. For more information please call 317.634.8020 or visit www.deanjohnson.com.