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ROCK PAPER SIMPLE ACQUIRES MENDX STUDIOS

[MELBOURNE, FLORIDA, April 2020] — Rock Paper Simple, a Melbourne-based digital marketing agency, has announced the acquisition of Mendx Studios, one of the Space Coast’s premier video production companies. The acquisition is part of Rock Paper Simple’s strategy to provide a set of comprehensive in-house marketing services as their client’s “very own marketing department... with a very orange office!”.

“We’ve seen firsthand how video content has shaped our clients’ marketing strategies,” said Joshua Adams, founder of Rock Paper Simple. “In fact, it’s projected that by 2022, 82% of internet traffic will be video content and streaming. Video is and will continue be a key part of successful sales and marketing strategies.”

“Over the years, we’ve worked with some awesome clients, but being part of the Rock Paper Simple family, and working with their team this closely, is going to allow us to bring a higher level of not only video production, but also services, to our clients,” said Justin Snyder, founder of Mendx Studios. “Our team at Mendx is very excited to be a part of this.”

Adding an award-winning in-house video team rounds out the core capabilities of Rock Paper Simple and adds all the equipment necessary for full production. The new video capabilities range from digital video ad campaigns, TV commercials, overview marketing videos, training, interviews, aerials, animation and more. The Mendx team have been

trained by and worked with a range of visual storytellers, such as Shane Hurbult (Cinematographer of Act of Valor and Terminator Salvation), Alex Buono (Director of Photography for the Saturday Night Live Film Unit, where he shot hundreds of SNL Shorts) and Wade K. Ramsey Jr. (Cinematographer of The Printing and Red Runs the River).

A video announcement was created for the acquisition and can be viewed here: <https://rockpapersimple.com/mendx-studios-acquisition/>.

A YouTube version is available here: https://www.youtube.com/watch?v=P9eUMD8_hkw

About

Rock Paper Simple is a digital marketing agency that partners with brands it believes in, empowering clients to accomplish their goals and stand out in an overcrowded marketplace. The Melbourne, Florida based agency creates compelling brands, marketing-focused websites, storytelling video and results-driven marketing solutions designed around each client. More information about the company can be found at RockPaperSimple.com.

As an award-winning video production company based right here on the Space Coast, Mendx Studios is equipped to make all their clients' cinematic visions a reality, and provides the skills, experience and creativity to tell their clients' stories. Services include pre-production, video production, motion graphics, sound design, post-production and more. More information about the company can be found at MendxStudios.com.

If you would like more information about this acquisition, please call Jenna Bernardo at 321.615.6881 or email jenna@rockpapersimple.com.

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