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## Tactic Marketing Merges with TrendyMinds

**December 20, 2017 – Indianapolis** – Effective on January 1, 2018, Tactic Marketing will merge with [TrendyMinds, Inc.](#), a 22-year-old marketing agency in downtown Indianapolis providing film, marketing and web solutions for clients such as Indiana University Health, Salesforce and City of Indianapolis.

TrendyMinds' president and CEO, Trevor Yager, acquired Tactic in 2013 but chose to keep the entities separate. At the time, Tactic's expertise focused on brand development and strategy while Trendyminds capitalized on film, marketing and web.

"When I first acquired Tactic, it made sense to operate separately," said Yager. "But over the past few years, the two companies have grown closer and closer together—both in expertise and the clients we serve. With the two companies cross-utilizing team members and resources, it only feels natural to formally merge."

Having shared the same ownership as sister companies for four years, merging the two agencies streamlines processes, increases efficiencies and narrows the focus on growing one company and improving one set of service lines.

"We can focus less on differentiating our agencies and more on what's most important—continually improving and delivering a premier service," said Meredith Jenkins, former Tactic president and current SVP of Client Service at TrendyMinds. "In reality, the merger has been four years in the making, so the Tactic clients won't see the slightest hiccup in service during this transition."

Since Yager acquired Tactic in 2013, the agency recorded year-over-year growth and celebrated 100 percent increase in revenue after three years. The Tactic team—all TrendyMinds employees now—look to continue their success in the TrendyMinds office at 531 East Market Street.

Tactic previously shared a building at 605 East Market Street—one block east of the TrendyMinds office—with Think Ahead Studios, a film production company founded by Yager in 2015. The production company continues to occupy the building and will utilize the former Tactic office as a collaborative workspace.

**About TrendyMinds**

Founded in 1995, TrendyMinds is an audience-focused marketing agency that helps organizations share their message with the people who matter most. As consultative partners, the Indianapolis-based firm provides creative solutions across film, marketing and web. Learn more at [TrendyMinds.com](http://TrendyMinds.com).

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