

Cohesion Expands To Full-Spectrum Brand Agency

Launches Development And Production Lab, Network 17

St. Louis, Missouri Mar 26, 2025 ([IssueWire.com](https://www.issuewire.com)) - [Cohesion](#), a strategic brand consultancy founded in 1999, has expanded into a full-spectrum brand agency, announced [Brian Creath](#), founder and president of Cohesion.

"I built two successful advertising agencies prior to starting Cohesion," Creath said. "While Cohesion focused primarily on pure strategy work, the timing is right to present a new agency model that can execute and deliver holistic marketing value."

Creath pointed to widespread disruption in how consumers consume media and content — and where they consume it. He says that while disruption and fragmentation present a critical opportunity, many companies and marketing agencies are simply trying to evolve old models and practices.

"In many ways, we are blowing everything up and starting over. But doing so with the knowledge acquired over 40 years of deep experience and the tools afforded us today," he said.

Cohesion will also focus on something Creath calls 'fixing the tilt' — making sure that marketing's newfound preference for performance marketing (sales activation) is balanced with more long-term brand building. "Brand is an investment that makes performance marketing possible. A brand needs to be fed and nurtured, or it will cease to be of value."

Creath said that Cohesion has also launched **Network 17**, a development and production lab/hub focused on creating solutions that work to merge brand and entertainment. "We're using proven brand approaches to develop branded entertainment properties, platforms and solutions for investors, marketing clients and sponsors," he said.

He said that Network 17 fills the solutions gap between marketing agencies, production houses, and entertainment studios.

"While we can function as a turnkey agency to handle entire marketing efforts, we've grown very adept at meshing our brand-focused services with existing internal and external resources. We can also function as a Chief Brand Officer, working directly with internal management," Creath said.

He said that Cohesion is actively meeting with current and potential clients to share the [new focus](#).

ABOUT COHESION

Cohesion is a strategic brand agency helping organizations strategically balance brand and marketing efforts to drive new relevance, value, and revenue. Since 1999, we have served more than 200 organizations, including Fortune 500 and mid-sized clients and innovative small businesses. To learn more, visit <https://cohesioncompany.com>.

Media Contact

Cohesion

*****@cohesioncompany.com

3142765383

Source : Cohesion

[See on IssueWire](#)