

PRESS RELEASE

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## PSB BOISJOLI REINVENTS ITSELF WITH REVAMPED BRAND IMAGE AND BRAND NEW WEBSITE

Montréal, March 09, 2017 – Accounting firm PSB Boisjoli LLP is sporting a new and revamped brand image, devised by a group of talented creators. This rebranding provided the perfect opportunity to revamp the firm's [website](#), a task the firm entrusted to two agencies, Pixel Circus and Macadam. Through this combined initiative, PSB Boisjoli has succeeded in redesigning its brand and strengthening the firm's leadership in the marketplace. The new momentum springs forth from the firm's recent growth and the 2015 modernization of its offices, featuring a practical layout and minimalist furniture with sleek and simple lines.

PSB Boisjoli operates within a traditionally conservative field where competing firms often appear homogenous in terms of their image, brand and communications. The firm intended to better distinguish itself and celebrate a more modern and unique identity.

"To propel the firm toward the future, PSB Boisjoli's new brand image needed to be distinctive, original and inspiring. Our objective with our new website is to create an online experience for users that reflects the experience we strive to create for our clients on a daily basis," says Marc Elman, Managing Partner of PSB Boisjoli.

Several important steps have been simultaneously executed to ensure that PSB Boisjoli places the firm at the head of its industry. One way of illustrating the brand's evolution is through rebuilding the website which now presents a more modern aesthetic.

"With websites being one of a brand's most significant vehicles, completely reformatting the site gave the firm the unique opportunity to make its brand positioning stand out: this firm is entirely devoted to the financial needs of small and medium-sized businesses. Pixel Circus has modernized all of the site's graphic design, while placing particular importance on staying user-friendly," explains Éric Férole, strategic Web Director of Pixel Circus.

Beginning on February 20, an advertising campaign across all social media platforms has showcased PSB Boisjoli's success within the industry.

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### About PSB Boisjoli

PSB Boisjoli is one of Quebec's largest accounting firms. Located in Montreal, their team consists of over 160 professionals. The firm is completely devoted to meeting the financial needs of small to medium-sized businesses. For over 75 years, PSB Boisjoli has offered specialized services to both businesses and individuals. These include assurance, taxation, financial and business advisory services, SR & ED tax incentives, assistance for small and medium-sized businesses and not-for-profits, as well as general advisory services in human resources. [www.psbboisjoli.ca](http://www.psbboisjoli.ca)

### About Pixel Circus

Founded in 2007, Pixel Circus is a dynamic web agency. Inspired by their passion for design and technological excellence, Pixel Circus is committed to its mission to create spectacular web solutions that successfully meet their clients' business objectives. [www.pixelcircus.ca](http://www.pixelcircus.ca)

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