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Dallas Ad Agency Revel United Announces New Focus Soup Program

Web-based consumer videos help clients observe pulse of public opinion, trigger ideas for campaigns

DALLAS, Texas — Dallas-based advertising agency Revel United announced today the launch of its new proprietary Focus Soup insight tool, a series of short, slice-of-life vignettes to help clients observe the pulse of public opinion, and to provide a creative trigger for new advertising campaigns.

Available via Revel's website (revelunited.com), the first installment of Focus Soup is entitled, "Living to Be 100," in which participants are asked about what they envision their lives to be like if they lived to be a century old.

To provide a variety of opinions, Focus Soup participants range from a 10-year-old to an 85-year-old and include a working mom and son, urban entrepreneur, work-from-home dad and daughter, a retired husband and wife, and a Baby Boomer.

"The premise of a great agency is to constantly mine insights for our clients," says Revel CEO Mark Stafford. "Focus Soup demonstrates to our clients what we're about – using unbiased consumer opinions to develop great creative ideas. It's our passion."

Anyone interested in being notified about future Focus Soup episodes may sign-up via Revel's website (revelunited.com). Scheduled upcoming episodes include "What's your Carbon Footprint?" and "Love Thy Neighbor".

"Focus Soup is about finding out what people really think -- free from one-way mirrored focus group facility rooms, free from middle America moms giving answers to questions on the promise of a night of free M&Ms, and free from moderators skewing questions and manipulating answers for some greater cause," says Kristin Lichtenauer, Revel's vice president of brand marketing. "Focus Soup is simply a view on some of life's ongoing questions. There's no agenda, no right or wrong answers, no expectations of our cast -- simply a viewpoint."

In conjunction with the Focus Soup announcement, Revel also has redesigned its website to more properly reflect the agency's growth and expansion since its original launch in 2006. Revel's client experience includes American Airlines, Baylor Health Care System, Blue Cross Blue Shield, ClubCorp, Dallas Symphony, deBouille, El Chico Restaurants, Fina Oil, Greyhound, Haggar Apparel, Hyundai Motor America, Honda UK, IBM, Interstate Batteries, Intervice, J.C. Penney, Jack Black, Kellogg's UK, McDonald's UK, Morrison & Cox, Nokia, Nortel Networks, Phillips, Rosewood Properties, Sam's Club, Terminix, Texas Instruments, Tolleson Wealth Management, and Wyndham Hotels & Resorts.

About Revel United

Headquartered in Dallas, Texas, Revel United is an award-winning, full-service brand-advertising agency. Born out of a passion of uncovering unique insights and universal human truths, the agency is committed to building world-class brands by delivering brilliantly simple and effective ideas. Revel's key differentiator is its core leadership, which is comprised of a mix of people from around the world – people from various places with distinct cultures, who speak diverse languages and offer unique perspectives. This provides our clients with an immensely powerful insight cache that yields extraordinary ideas. Different matters, because different breaks out from the clutter.... revelunited.com.

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