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**Revel United Offers Employees Unique Travel Assignment, Personal Growth Opportunity**

Trip designed to expand cultural awareness, sensibilities, and client insight bank

DALLAS, Texas — In an effort to further expand its consumer insight ability, Dallas-based ad agency Revel United announced today that it will offer employees a week-long assignment to travel anywhere in the world.

Both of the Revel's founders, CEO Mark Stafford and Creative Director Horacio Cobos, were born and raised in foreign countries and are fluent in multiple languages. By encouraging employees to experience a personal growth opportunity and cultural journey, the agency founders believe the new program will ultimately benefit the agency and its clients.

"We want employees who are passionate about uncovering their own sensibilities, and this program offers a unique journey of personal discovery," Mark says. "Consequently, it also will help us maintain and expand our powerful client insight bank."

By having a broader global perspective, employees will be able to more effectively develop programs for Revel's diverse client base, many of whom operate in an ever-shrinking global marketplace.

"We want to continue to build an agency with a great depth of international experience and cultural awareness," Horacio says. "Ultimately, we know the results of this program will enhance the effectiveness of the creative ideas we develop and execute for our clients."

During their trip, employees will keep a journal of their experiences and discoveries and when they return they will be encouraged to share their learnings with the rest of the agency.

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](http://revelunited.com).

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