



Tate & Tryon, Top Non-Profit Accounting Firm, Mints Gold with Best Professional Services Website in 2017 Davey Awards.

New digital rebranding was created by Borenstein Group, a Top Washington DC B2B digital marketing agency.

WASHINGTON , DC, USA, December 14, 2017 /EINPresswire.com/ -- Tate & Tryon, a national top accounting firm that specializes in supporting the non-profit sector, has received the gold award for its new digital rebranding and its website in the 13th Annual Davey Awards as announced by the Academy of Interactive and Visual Arts, today. New digital rebranding was created by Borenstein Group, a Top Washington DC B2B digital marketing agency. With nearly 4,000 entries from across the US and around the world, the Davey Awards honor the finest creative work from the best small agencies, firms, and companies worldwide.

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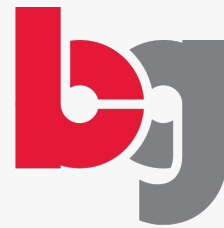
"Borenstein Group is proud to be a strategic marketing and branding partner for Tate & Tryon. Their bold and innovative leadership challenged us to create a distinct and progressive look and feel."

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*Mr. Gal Borenstein, Founder
& CEO, Borenstein Group*

The enhanced look and feel of the Tate & Tryon website is a modernization of Tate & Tryon's brand, and one of its first steps in a proactive approach to the services it provides. The website's design, content, and structure are intended to work together to reflect Tate & Tryon's core values and communicate its capabilities in a new era of non-profit accounting. Visit the new site at www.tatetryon.com.

In a recent brand launch release, Charles Tate, Tate & Tryon's Managing Director, stated, "The driver for this growth initiative is the industry's need to embrace data analytics in our community; to build



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Borenstein Group, Top Washington DC Digital Branding Agency

insights that can help our clients make better decisions." Tate explained the strategy as moving from being reactive to proactive. He said, "Revamping our website and tagline represents a new era of innovation with more value in mind. We needed a strong tagline that moved away from historically-based traditional financial statement preparation to a forward-looking, data-driven reporting model. Hence our new tagline is: Driving Insights That Count. 'Insights' has a forward-looking, consultative connotation and embeds our institutional experience. 'Count' is a bit of a wordplay to indicate that we are accountants - but innovative and data-driven."

Mr. Gal Borenstein, Borenstein Group's CEO, commented "Borenstein Group is proud to be a strategic marketing and branding partner for Tate & Tryon. Their bold and innovative leadership challenged us to create a distinct look that would break away from the traditional look and feel of most accounting firms to convey their progressive approach. This award is one form of third-party validation to our mutual efforts and the client's bold vision"

About Borenstein Group:

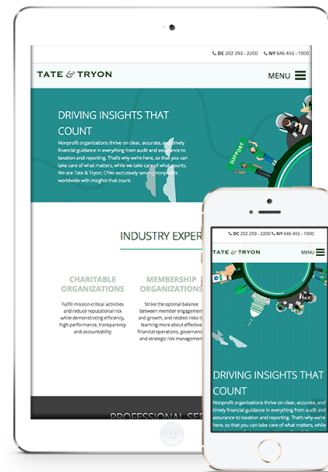
The Borenstein Group, Inc. is a Northern Virginia-based integrated strategic digital marketing communications agency that specializes in supporting B2B and B2G marketers in the areas of professional services, management consulting, systems integration, information technology, supply chain and logistics, homeland security, defense, intelligence, telecommunications, aerospace, and manufacturing. Learn more at www.BorensteinGroup.com

About Tate & Tryon:

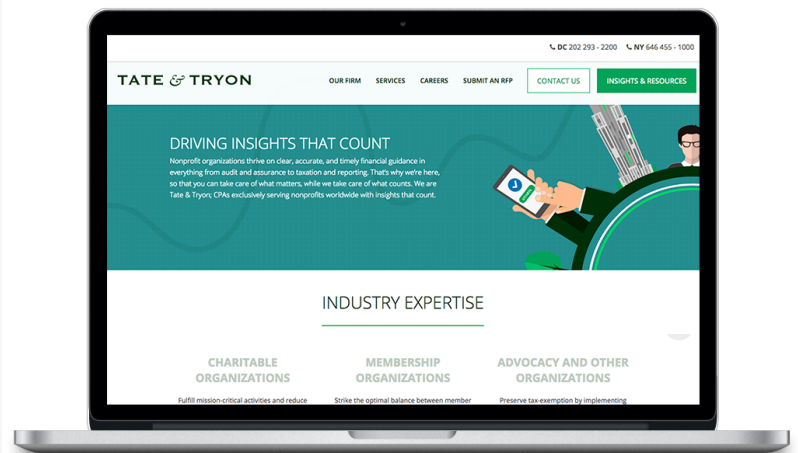
Tate & Tryon is a leading accounting and management consulting firm, that specializes in supporting national and international non-profits. The Firm has been named a 2017 IPA 200 Firm by INSIDE Public Accounting (IPA) for the fourth consecutive year. Tate & Tryon clients represent a broad range of more than 600 national and international non-profit organizations. Although Tate & Tryon serves various sub-specialties of the tax-exempt organization world, its entire practice is dedicated to exclusively serving charities, foundations, associations, advocacy groups, and other organizations. Non-profit organizations have many lessons to share with one another. The depth of the firm's experience in the non-profit industry affords its clients a unique view of best practices, which in turn enhances the level of service and overall value provided.

About the Davey Awards:

The Davey Awards exclusively honor the "Davids" of creativity, the finest small agencies, firms, and



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companies worldwide. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small agencies do, each year. The annual International Davey Awards honor the achievements of the "Creative Davids" who derive their strength from big ideas rather than big budgets. Please visit www.daveyawards.com for more information.

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