



**FOR IMMEDIATE RELEASE**

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**VALMARK PRODUCES VIDEO FOR UNILAND**

Amherst, NY –**Valmark Associates, LLC**, a marketing consultancy and resource agency, has been selected by **Uniland Development®** to produce a new video. The video was launched to coincide with Uniland’s new branding campaign and tells the story of how the firm earned its new tagline, *A Reputation for Results*. The video was shot and mastered in broadcast quality HD using Digital Cinema cameras. The video utilized cutting-edge techniques including remote control helicopter aerial shots featuring the breadth of the Uniland property portfolio. Joe Lojacono, Valmark President, has a broad range of experience with video production, having produced numerous television commercials, short and long-form infomercials, half hour shows, and other promotional videos over the years.

Valmark Associates, LLC is a marketing consultancy and resource agency that provides strategic and programmatic marketing communications services including market planning, brand makeovers and new identity

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systems, digital advertising, print and broadcast advertising, and market research. The agency delivers results-driven communications to its clients locally and across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. For more information, visit their web site at [www.valmarkassociates.com](http://www.valmarkassociates.com) or contact Joe Lojacono at 716.836.3414.

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