

DeSantis Breindel Partners with National Trade Association to Launch New Brand

September 13, 2011, New York, NY - The Regional Bond Dealers Association, the premier trade association focused exclusively on U.S. fixed income markets, has officially become the Bond Dealers of America ([BDA](#)). The association, which has experienced rapid growth since its inception in 2008, wanted a name and brand that better reflected its mission and expanding membership. To help them navigate this important inflection point, the BDA tapped B2B branding and marketing firm, DeSantis Breindel.

“Bond Dealers of America wanted to expand its reach to new firms and enhance its visibility among key constituents, including Washington-based legislators and regulators,” said Dru DeSantis, Partner and Co-Founder of [DeSantis Breindel](#). After conducting quantitative and qualitative research with members, the agency developed a new name and brand position that reflects the contribution of the association’s membership to rebuilding the American economy following the financial meltdown that began in 2008.

“BDA member firms are helping rebuild America, serving the needs of the municipalities, school districts, public utilities, and small and mid-size businesses that form the backbone of the country’s economy,” said Howard Breindel, Partner and Co-Founder of DeSantis Breindel. “The new name and brand platform reflect both the association’s outstanding growth and the growing importance of their membership to the US economy. We helped them communicate these key messages to their most [important audiences](#), deploying the new brand through a new website, marketing literature, and advertising.”

“The new brand platform has given the Bond Dealers of America a stronger presence in Washington, DC,” adds Mike Nicholas, the association’s CEO. “We are better able to communicate our members’ interest and ensure they are understood and appreciated, above the competing voice of larger, global banks. As our member base continues to grow, having a solid brand foundation will help us maintain a consistent voice to each of our most important constituents.”

About DeSantis Breindel

DeSantis Breindel is a B2B branding and marketing firm based in New York. At critical inflection points, we work with our clients to align brand strategy with business strategy—creating stories and experiences to engage customers, influence prospects, rally employees, inspire investors and build communities. Clients include the Royal Bank of Scotland, Logitech, Kaman, CIT, JPMorgan, AES, Capital IQ, EisnerAmper, RREEF, Robert Wood Johnson Foundation, Epoch Investment Partners, Stephens, Conning, Bond Dealers of America, OMG Center for Collaborative Learning, and American Bankers Association. To learn more go to www.desantisbreindel.com

About Bond Dealers of America

The Bond Dealers of America is the only Washington DC-based trade organization for securities dealers

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and banks primarily focused on the U.S. fixed income markets. The BDA provides advocacy on federal legislative and regulatory matters in addition to a wide range of conferences and events and publishes research on trends, policy, and market practice issues affecting the demographic of the fixed income securities dealer. www.bdamerica.org