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By: [Deane, Smith and Partners](#) via [Business Wire News Releases](#) August 16, 2013 at 10:05 AM EDT

Deane, Smith & Partners Opens Jackson, Miss. Office

Deane, Smith and Partners, a leading public relations, marketing, advertising and branding agency based in Nashville, Tenn., has opened a Jackson, Miss. office to better serve its growing roster of clients in the city.

DS&P – which creates strategic branding campaigns for numerous Jackson clients including the Butler Snow law firm, Faces Clinic and Waggoner Engineering – was founded in 1999 by Washington, D.C. political and media veterans, Silas Deane and Todd Smith. Other major clients include The National Foundation for Cancer Research, Electrolux, the Hutton Hotel, Healthcare Information Management Systems Society, Baden Supply, The Buffkin Group, Cybera Inc., Microsoft Health and the Sumner County (Tenn.) Board of Education.

“As we continue to expand our agency nationally, and extend our client reach, we strategically targeted Jackson as a key growth market for DS&P,” said Todd Smith, president and chief communications officer of DS&P, and a Jackson native. “The business climate in Jackson is thriving, and this is a coming home of sorts both personally and professionally. I am thrilled to be revisiting and reinforcing lifelong relationships while cultivating new opportunities throughout Jackson and across Mississippi.”

The firm’s Jackson office is located at the Renaissance at Colony Park in Ridgeland, Miss., and will tap into the prospering business community across the city. DS&P also has an office in the Washington, D.C. market in addition to its Nashville headquarters.

DS&P has established itself on the leading-edge of the industry through a multi-faceted branding strategy that aligns company vision, defines goals and delivers results. The company is consistently ranked among the Top 5 PR firms and Top 10 advertising agencies in the Nashville market.

Waggoner Engineering, a full-service engineering, economic development and project management firm recently tapped DS&P to provide public relations, marketing services and branding for the company.

“Deane, Smith has helped enhance our visibility in the marketplace and differentiated us in the industry through strategic leadership, innovation and understanding of our business goals,” said Joe Waggoner, founder of Waggoner Engineering. “They are a talented group that is connecting us with the right audience at the right time with the right message.”

About Deane, Smith & Partners

Deane, Smith and Partners is a Nashville-based, award-winning, full-service public relations, marketing strategy, advertising, design, and technology agency with an emphasis on creating and executing highly targeted marketing programs. The firm specializes in the legal, retail, health care, medical, hospitality and technology marketplaces. DS&P utilizes an integrated marketing approach that includes traditional public relations, marketing communications, advertising, social media, e-marketing and other digital strategies for clients across the country. For more information, please visit www.deanessmithpartners.com, follow us on Twitter [@deanessmith](#), like us on [Facebook](#), and join us on [LinkedIn](#).

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