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Sept. 28, 2017

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M3 Group Unveils Its Newly Remodeled Office Building

New modern, creative space begins a new era for local branding agency

LANSING, MI – M3 Group, Lansing’s full-service branding and publication agency, announced today the completion of its year-long renovation of its new office building. Local community leaders and supporters joined M3 Group’s creative team for a ribbon cutting ceremony today to celebrate the beginning of a new era for the agency.

M3 Group purchased the former Seymour Avenue Church, built in 1892 at the corner of Seymour Avenue and Saginaw Street in downtown Lansing, in mid-July 2016 with the goal of transforming it into a modern, creative space to support M3 Group’s growing staff.

Founder and CEO, Tiffany Dowling, who started the company 15 years ago, has grown the organization into a large and respected agency in the area, and recently opened a second location in Detroit. Now staffing 25 full-time employees, the entrepreneur is excited to finally have her team in the new space.

“When I started this adventure 15 years ago, I wanted to make a difference for businesses in our community,” Dowling said. “Now, this modern, fresh space has raised the bar for us as we seek to do more around the state and beyond.”

The total investment of M3 Group’s newly remodeled 7,800-square-foot office building is just under \$1 million, including furnishings. M3 Group added a 1,000-square-foot mezzanine level to the existing space, while also upgrading the garden level to accommodate more working space by raising the ceiling height and enlarging the egress window.

To maintain the integrity of the building and respect its history, Dowling thought it was important to maintain several of its original features: the windows, doors, tin ceiling and the foyer with its original tile and doors.

“We wanted to be sympathetic to the traditional look and feel but also modernize it, so that it could be a fun creative space,” said Dowling. “I think we’ve succeeded in creating that juxtaposition to something that’s traditional with a modern twist.”

The former church was previously owned by the Hay & O’Rourke Law Firm. Dowling and a team of experts transformed the space into an open, airy, creative place where she and her team can move freely, with plenty of room to grow. Modern furnishings, glass walls and additional work

stations complete the look. The new office offers a few added benefits as well, like an event space, photography studio and sound booth.

M3 Group was founded in 2002, when Dowling set out to provide creative, reliable and effective marketing services to the Greater Lansing area. The M3 Group team has expanded significantly over the years and now offers clients a full array of services including: public relations, communications, brand creation and assessments, graphic design, website development, social media management, video production, audio production, event planning and management, and media planning and buying. In addition, M3 Group is the publisher of three area magazines: [*Capital Area Women's Lifestyle Magazine*](#), [*Greater Lansing Business Monthly*](#) and [*inq Magazine*](#). With a growing need for additional staff, M3 Group's current space was shrinking faster than ever.

"M3 Group's growth has been exciting. We've added new departments and mediums to offer our clients the best results-driven solutions possible. But growth always comes with a few small challenges," Dowling said. "This new space will bring our team together in a whole new way, and I'm excited to see the team's synergy and creative capacity now that we are all under one roof."

M3 Group is a full-service branding agency, providing integrated media, public relations and advertising services to our clients with a custom, results-driven strategy to take their brand to the next level. In addition to services offered to clients, M3 Group also publishes three local magazines, which serve as a source of information to the community and enable local organizations to reach an expansive, regional audience. For more information, please visit m3group.biz.

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