

Center City PR firm in growth mode after relocating

Flackable is also offering a student loan paydown program as a benefit

Feb 11, 2019, 2:11pm EST Updated: Feb 11, 2019, 2:29pm EST



A local public relations agency relocated to a new headquarters in Philadelphia. That, coupled with a student loan pay-down program implemented last year, has the firm positioning itself for more hires and expansion.

Flackable, a full-service PR and digital marketing agency, last week announced it relocated its headquarters to coworking firm WeWork's Walnut Street location at 15th and Walnut streets.

The agency's client base include financial and professional services firms.

The firm only moved a few blocks down from its previous home at 1701 Walnut St., where it had an open desk membership at 1776. At WeWork, Flackable now has a designated office plus the shared space amenities.

"The designated space is a key component of the hybrid office model we've built here at Flackable," founder and President [Brian Hart](#) told the Philadelphia Business Journal. "We can now offer our current and future employees the flexibility to work from home, work in a shared space, work in our private designated space or, in most cases, some combination of all three."

Center City's talent pool played a large part. The company in previous years made major investments in talent, training, technology and operational systems to position itself to scale. WeWork was the "final piece."

Founded in 2014, Flackable was based in Wyomissing, just outside of Reading in Berks County, until about three years ago when Hart made the move to Center City with 1776.



Flackable has nine full- and part-time employees. It recently brought on two new account managers, and there are plans to continue expanding throughout the year "to stay ahead of demand and execute on my expansion plans for Flackable," Hart said.

Hart said it's more likely more Philadelphia agencies, with fewer than 20 employees, follow the hybrid office model Flackable has "than us shifting toward a traditional, standalone office model in the near future."

"At this point our preference is to eventually open more than one hybrid office location to accommodate our growth," Hart said.

Flackable's next hybrid office may be in Philadelphia or in another market it does a lot of business in. The agency has clients outside of Philadelphia, including Los Angeles and Miami, and it often competes with New York agencies for work.

WeWork has nearly 600 office locations in 100 cities like Buenos Aires, Argentina; Tel Aviv, Israel; and Tokyo.

In addition to the relocation, Flackable early last month introduced a financial assistance program to pay down student loan debt.

More companies like PricewaterhouseCoopers and Aetna are implementing programs to tackle student debt, which is **affecting more Americans**. About 69 percent of college students that graduated last year took out student loans, accruing nearly \$30,000 in debt, according to personal finance site Student Loan Hero.

"I expect these changes [at Flackable], along with existing employee-centered perks such as remote work flexibility and unlimited vacation, to enhance our competitive edge as we ramp up recruiting efforts," Hart said.

"The more these professionals immerse themselves in the Philadelphia community and appreciate what it has to offer, the less likely they'll be to bolt to another city for career reasons," Hart said.

The marketing communications industry is changing fast, thanks in part to growth in technology. Companies in the market for agency help are now less interested in hiring traditional PR or marketing firms.

"They want a strategic partner capable of executing on multiple levels of their branding, marketing and communications needs," Hart said. "With that change, agencies are not only pressured to adapt their service models, but they're challenged with finding versatile employees with the training and talent to provide them."



Kenneth Hilario

Reporter

Philadelphia Business Journal