

Press Kit

Principle Bios



David Weigelt

David Weigelt, Chief Marketing Strategist and Partner

After attending Western Maryland College (now McDaniel College), David began his career at a creative services consultancy, where his roles ranged from managing the service bureau to consulting with local designers and marketers. He then moved on to the world's largest aviation association, Aircraft Owners and Pilots Association (AOPA), as their senior designer. While at AOPA, David was instrumental in the association's transition from a CompuServe bulletin board to a 30,000 page website and was responsible for development of their foundation's award winning e-learning platform. During this time, David became an adjunct instructor at Frederick Community College, where he taught various courses in marketing, design, and the Internet. Seeing that the Web offered an opportunity to create an even more relevant means of communication between individuals and companies, David, in concert with partner Jonathan Boehman, launched Immersion Active in 1998.

Since co-founding Immersion Active, David's primary responsibility has been within the marketing strategy and business development arenas. He is responsible for working with prospective clients to help them define their needs and goals, as well providing them with insight into ways to leverage digital media in their strategic marketing initiatives. In addition to his work at Immersion Active, David serves on the board of the local American Advertising Federation ad club and is an adjunct professor at McDaniel College.

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Jonathan Boehman

Jonathan Boehman, Chief Creative Director and Partner

Always drawn to creative design, Jonathan studied art and design at McDaniel College, where he now teaches web design as an adjunct professor. Prior to co-founding Immersion Active, Jonathan worked for area advertising agencies, acquiring frontline user experience that could be infused into design for more identifiable commercial results. Throughout his interactive experience, Jonathan noticed that an effective user experience was consistently missing from online marketing materials, and co-founded Immersion Active to change that.

Due to his creative and strategic direction at Immersion Active, he has enhanced interactive experiences for such clients as Long Fence, AOPA, AARP, Virginia Opera, the U.S. Navy, and the Baltimore Ravens. Jonathan also participates in numerous portfolio reviews throughout the year, and is passionate about the professional and artistic development of younger Immersion Active staff members. He ensures that all of Immersion Active's campaigns yield meaningful and measurable results through attractive and effective architecture, design, and execution. But most importantly, Immersion Active's projects result in sophisticated and engaging experiences for mature users.

Q&A With the Partners

Join us in a conversation with David and Jonathan to gain more insight into Immersion Active and its unique positioning.

The trend of focusing on 50-plus consumers started in Europe. How do you feel about it gaining momentum in the States?

D: On one hand it makes me nervous that a lot of people will jump on the bandwagon for the promise of “getting rich quick” and, in doing so, stop truly solving the problems of marketers targeting 50-plus. On the other hand, as the only interactive firm in the U.S. that focuses on these markets, it would be some nice validation.

What does Immersion Active bring to the table when considering the mature markets online?

D: Our goal is to help people do two things: connect with older adults online en masse, and better convert them once they have their attention.

What is the most important factor about a mature user’s online experience?

J: A common misconception is that they are brand-loyal consumers at this point of their lives. In reality, they are extremely thoughtful consumers who are willing to try new things. While they are open to new products, services and experiences, they must first be able to trust the companies they patronize. It is easy to speak down to them and turn them off with inappropriately executed technology, and that must be taken into consideration online.

D: Absolutely. One of our passions is for functional user experiences that are also elegant. The fact that there is such a disparity in terms of older generations is a huge motivating factor for me. Younger generations have a higher level of user satisfaction because, from an interactive standpoint, the media is created for them and by them. I don’t feel like most product design, online experiences, and so forth come close to giving older adults the level of satisfaction that younger demographics enjoy. That is one of the good things about all of the media hype around baby boomers; historically, they have been the generation capable of initiating change.

J: I agree. It is exciting, and we can help them with that change.

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If people could have one impression of Immersion Active, what would you want it to be?

D: Our name 'Immersion Active' articulates how we approach any web-based presence or campaign. We simply immerse ourselves in our projects to get our hands around all aspects of a client's problems. And because we concentrate on the mature markets, we can better solve our client's problems by the nature of being more focused.

J: I think something that really stands out about us is that we try to fight the good fight when it comes to our suggestions on a project, not because of pride, but because we always have the best interests of our clients in mind. And we would not be able to do so if we didn't have such a dedicated staff who truly want to provide the best possible solution for our clients.

Immersion Active was established in 1998. How did it survive the dot.com crash?

J: It was all in how we decided to grow during the dot.com days. After seeing money thrown at firms like ours, and watching them go from 3 to 300 people in a few months, we made a conscious decision to grow organically. We've always realized that delivering a good product, and being a good company is a balance that you have to strike.

D: And from the very start, we've always had a passion for the Web as a vehicle that could drive tangible results. We've never lost sight of that, and rather than going big, our strategy has been more focused on what do we need to do to create the best projects for the clients we have now.

Is there anything you would like to change about Immersion Active?

D: Our work with websites makes people think that we are just a web shop, which is definitely a strong point for us, but our ability to consider how other channels, such as email, kiosks or mobile phones, might impact the success of an online campaign is a big reason for the success of a lot of our projects. I think this aspect of our work often gets lost because our websites come off as very rich, dynamic, and interactive.

J: But that point speaks to marketing to mature consumers online very well. Just because they are older, and certain elements relating to their age need to be considered, does not mean that web-campaigns targeting these consumers can't be dynamic. It simply hammers home that they are active, viable consumers, which makes what we do so enthralling.