



Stanly EDC chooses public relations, advertising agency

Sunday, January 17, 2010

— Stanly County Economic Development Commission has announced that Charlotte-based Brand Acceleration, Inc. will be its new advertising and public relations agency of record.

“We are pleased to welcome Brand Acceleration as our new marketing partner,” said Kevin Gullette, executive director of the EDC.

“They have demonstrated that they thoroughly understand the economic development industry and they are certain to be a great resource for our team.”

In its new role, Brand Acceleration will begin by developing a new Web marketing strategy for the organization. The agency will provide strategic message development and creative services in an effort to position the Stanly County brand positively in the eyes of prospective employers.

Brand Acceleration and the EDC have jointly determined that the target audiences are professional site selection consultants, corporate real estate executives, real estate developers and retail real estate professionals.

“Stanly County, North Carolina is an area with incredible opportunity in a highly-competitive marketplace,” said Jim Walton, CEO of Brand Acceleration.

“We are very excited to be part of such a great group of economic developers and look forward to a long relationship, working together to serve the people of Stanly County.”

Brand Acceleration is a full-service marketing communications, public relations and brand development firm which specializes in the areas of economic development, construction and real estate. The company works with cities, counties and regional economic development groups across the nation.

Walton is an active member of such economic development organizations as the International Economic Development Council and the North Carolina Economic Developer’s Association. He is also a regular lecturer and author on the topic of location branding.

Also included in the effort is professional graphic designer Meredith Smith, owner of Oakboro-based M Design Group, which designed the new EDC logo.

For more information about Stanly County, call (704) 986-3682 or go to www.stanlyedc.org.

For more information about Brand Acceleration, Inc., call (704) 230-0394 or go to www.brandaccel.com.

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