



## NEWS RELEASE

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### THE BRANDON AGENCY NAMED AGENCY OF RECORD FOR PLAY18 SOLUTIONS

*March XX, 2014, Myrtle Beach, S.C.* – Representatives from The Brandon Agency announced today that it has been named agency of record for Play18 Solutions, one of the golf industry’s fastest growing marketing and technology companies and the recently named tee time service provider for GOLF.com, the world’s most visited golf website. The agency’s scope of work includes the development of a brand platform, brand and sales messaging, marketing and sales collateral, and the design and launch of a new website. The Brandon Agency will also provide ongoing public relations support, and assistance with strategic partnerships and sales strategies.

Play18 Solutions is a data-driven marketing and operations solutions company serving the semi-private, resort and daily fee golf course industry. Play18 Solutions helps golf courses utilize their own customer data to drive increased rounds and revenue, and significantly increase return on investment from marketing.

“Play18 Solutions has highly-targeted operations and marketing solutions for the semi-private and daily fee golf course industry and we’re pleased to introduce the new company to the marketplace,” said company founder and CEO Brett Darrow.

“Our work with Play18 Solutions utilizes our ability to create an impactful brand and message to drive revenue,” said Scott Brandon, CEO of The Brandon Agency. “We’re excited to partner with Play18 Solutions to create smart work and measurable results.”

Play18 Solutions was created through the consolidation of IBS and Quick18, two software companies specializing in management solutions of semi-private, resort and daily fee golf courses. IBS, Inc., is a Richmond, Va.-based leader in club management software and Quick18 is a Phoenix, Ariz.-based leader in data-driven marketing with mobile, social and web-based solutions.

For more information about Play18 Solutions, visit [www.play18solutions.com](http://www.play18solutions.com).

#### **About The Brandon Agency**

Founded in 1959, The Brandon Agency is a full-service marketing firm operating on the leading edge of change in the advertising industry. Offering an integrated approach to marketing, advertising, public relations, interactive and social media, the agency administers the “Why We

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Buy” Consumer Research Panel, an ongoing, in-depth consumer study that predicts how buyers interact with communications to the buying cycle.

The Brandon Agency specializes in integrated marketing for categories such as banking, finance, healthcare, real estate and travel, and examples of clients include Santee Cooper, Southern Tide, National Golf Management, CBL and Associates, and Sonesta Resort Hilton Head Island and Sonesta Gwinnett Place. Following the recent acquisition of Benghiat Marketing & Communications, The Brandon Agency expanded its client roster to include brands such as A.J. Antunes, Athens Foods, DayMark Safety Systems, Flat Technologies (U.S.), Gendron, Inc., Eagle Group, Norman Noble, Inc., and NVISION/North American Corp.

A Certified Google Adwords Partner, and winner of the most Addy’s in its district, The Brandon Agency is headquartered in Myrtle Beach, S.C., with offices in Charleston, S.C., Charlotte, N.C., and Cleveland, Ohio. In 2013, The Brandon Agency also merged with Wilson Lass, a Colorado-based agency known for its creative work for clients in the sports and recreation, hospitality, medical, real estate and resort industries.

For more information about the agency, call (843) 916-2000 or visit [www.TheBrandonAgency.com](http://www.TheBrandonAgency.com) or [www.facebook.com/BrandonAgency](http://www.facebook.com/BrandonAgency).

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