



NEWS RELEASE

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SPRINGS CREATIVE TAPS THE BRANDON AGENCY FOR NEW WEBSITE AND SOCIAL MEDIA MARKETING

January XX, 2014, Myrtle Beach, S.C. – The Brandon Agency has been retained by Springs Creative Products Group, LLC, to assist in improving its website and social media presence. Springs Creative is an independent fabric, textile and craft business based in Rock Hill, S.C. with a 40-year history. The company has tapped The Brandon Agency previously for various creative projects and marketing work. With this latest project, the agency will improve the functionality and aesthetic appeal of Springs Creative's website, as well as its online social media presence.

Springs Creative develops original textile artwork in its in-house design studio, and works with well known licensed properties like Disney, Nickelodeon, Marvel, John Deere and Coca-Cola. It also sells quality by-the-yard fabrics aimed primarily at the do-it-yourself market. These fabrics are available in many retail and arts and crafts stores; moreover, craft kits are available for purchase online from their online sales partners Wal-mart, Amazon and Joann.com. Springs Creative strives to inspire its customers by providing simple, user friendly craft projects that are fun, functional and provide successful results consistently.

“In today's world, an online presence is crucial for expanding and improving business,” said (name, title), of Springs Creative. “The Brandon Agency will be able to provide quality and professional improvements to our online identity.”

“Companies like this, with an already established customer base, are great to work with,” said Scott Brandon, CEO of The Brandon Agency. “We are very excited to reinvent Springs Creative's online identity.”

For more information about Springs Creative, visit www.springscreative.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 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,

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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 or www.facebook.com/BrandonAgency.

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