

# Business multiplying at ad agency 22squared

Approaching its one-year anniversary as **22squared Inc.**, the Atlanta-based advertising firm formerly known as WestWayne continues to ramp up business. In 2008 the agency increased its revenue by 50 percent and hired 50 employees, on top of 70 hired in 2007. Recently 22squared also added two notable clients to its roster, Indiana-based Shoe Carnival and Minnesota-based Caribou Coffee. Its senior vice president and director of brand development, Kevin Keith, said that along with traditional advertising, work for both clients would focus on revamping the look of the stores.



**MARKETING & MEDIA**  
Giannina Smith

For Caribou, 22squared developed a new branding campaign consisting of print, outdoor and radio advertising, and is currently looking at redesigning a variety of the coffee company's in-store materials, such as cups and napkins.

"We are looking at every touch point the customer might have contact with in the store," Keith said.

The agency's work for Shoe Carnival initially will focus on the back-to-school promotional period and also will include developing a loyalty marketing program. 22squared is also working to improve Shoe Carnival's in-store design and graphics as well as point-of-sale materials.

"We are trying to clean up and modernize the look and feel, and simplify," Keith said.

Founded in 1922 as WestWayne, 22squared changed its name after undergoing a transformation of its business model.

## CRAYOLA TAPS MILLER ZELL.

Pennsylvania-based Crayola LLC has tapped retail marketing and design firm Miller Zell as its shopper-marketing agency of record for visual marketing.



Atlanta-based Miller Zell will be responsible for creating retail displays for Crayola's crayon and art products nationwide, which includes handling design, program management and production of in-store marketing programs.

"Their business has changed a lot over the years and they need our help making more sense of the art stationery aisle," said Curt Johnson, Miller Zell senior vice president in the consumer goods division.

Crayola's relationship with Miller Zell began in 2005 when the companies worked on several retail design projects together.

**NEW VENTURE.** Atlanta-based public relations firm Flammer Relations Inc. and Internet marketing firm MLC New Home Marketing have launched a new joint venture. The new Web 2.0-centered real estate marketing firm, called mRelevance LLC, was announced at the

Southern Building Show on June 11.

"The current real estate market has created huge opportunity for growth within Web 2.0," said Carol Flammer, president of Flammer Relations and co-managing partner of mRelevance. "[Flammer Relations and MLC] were already working together to build blogs and partnering more online so it made sense to put a company together to meet our clients needs with one company versus two."

Maintaining offices in Atlanta and Chicago, mRelevance will provide traditional public relations and Internet marketing, including search-engine

marketing, social media, e-mail marketing, Web 2.0 tools, blogs, tracking, analytics and more. With a total staff of 14, the firm will focus on serving the home-building industry.

## mRELEVANCE

"There is so much less emphasis on print because buyers are buying mostly online," Flammer said.

**SIMON SWITCH.** Simon Property Group Inc.'s Lenox Square has entered into an agreement that will bring its 49th annual 4th of July celebration to Channel 2 WSB-TV. The event's fireworks will be broadcast for the first time in high-definition this year. Hosted by Channel 2 anchors Monica Pearson

and Chuck Dowdle, the event will feature live concerts and kids activities.

**WHO GOT WHAT.** Atlanta marketing firm The Jones Group completed branding work for Lydia Mondavi's new cosmetic line, 29 Cosmetics, to be featured at Spa 29 in The Mansion on Peachtree.

Travelino/Keller Communications Group added Delta Community Credit Union to its consumer lifestyle practice and will be working closely with the company's creative shop, Third Degree Advertising in Oklahoma City.

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