



## NEWS RELEASE

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### **COLORS ON PARADE TAPS THE BRANDON AGENCY FOR INTEGRATED MARKETING CAMPAIGN**

*March XX, 2014, Myrtle Beach S.C.* – The Brandon Agency has been named the marketing agency for Colors on Parade, a mobile body shop unit that allows auto repair services to be conducted at the customer’s own site, while maintaining cost-effective pricing. The agency will direct and manage Colors on Parade paid media, search engine optimization (SEO), pay-per-click (PPC), public relations and social media needs.

Founded by Robert Lowery in 1988, Colors on Parade began operating in South Carolina and currently has franchise locations in 31 states nationwide. Colors on Parade has been recognized by *Entrepreneur Magazine* on its “Top 50 Franchises,” “Top Home-Based Franchises,” “Top Low-Cost Franchises,” and “America’s Top Global Franchises” lists. *Success Magazine* also named the company to its “Franchise Gold 200” list. For more information, visit [www.ColorsOnParade.com](http://www.ColorsOnParade.com).

“We are pleased to be working with Colors on Parade,” said Scott Brandon, CEO of The Brandon Agency. “The company has a unique business model that allows for abundant growth. We plan to develop a cohesive brand strategy that will enable the franchises to capitalize on brand recognition and growth.”

“We are very motivated to further develop our brand,” said Jeff Cox, president of Colors on Parade. “The Brandon Agency has a great reputation for creating brand recognition and growing overall awareness for companies in a variety of industries and we are very excited to be working with them.”

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

Founded in 1959, The Brandon Agency is a fully integrated marketing agency with offices in Breckenridge, Colo.; Charleston, S.C.; Charlotte, N.C.; Cleveland, Ohio; Myrtle Beach, S.C.; and Sofia, Bulgaria. Being the most creatively awarded agency in North Carolina, South Carolina and Virginia for the past 12 years, The Brandon Agency’s expertise in diverse marketing disciplines have produced successful programs and campaigns for a hundreds of national brands in a variety of industries, including: banking and finance; e-commerce; food service; healthcare; real estate; technology; and tourism.

For more information, visit [www.TheBrandonAgency.com](http://www.TheBrandonAgency.com).

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