



Reflections On A 30-Year Journey

By Elaine Lyerly, President



It's been said that success is a journey, not a destination – that the *doing* is often more important than the outcome. Never has this seemed more relevant than at this time: the celebration of Lyerly's 30 years in business. In this special issue of *LA Times*, we mark the occasion of our 30-year milestone with news of our work and the fascinating outcomes we've recently enjoyed. What a wonderful journey!

Our first steps, taken in November 1977, were momentous as my sister and I founded the company as Eve Communications Services – with little money, no insurance and no other means of support. It was electric. Literally, our first office was in the front of an electrical supply warehouse and phone calls were made in between forklift rounds! I fondly remember the attention received as a statewide magazine ran our story with the headline that said, "Here's Proof Women Can Make It In Business." While there's still progress to be made, women business owners, CEOs and executives have grown so dramatically that it's comical to imagine a headline like that today.

In response to our clients' growing needs for full-service communications, we changed our name to Lyerly Agency in 1985, reflecting our comprehensive approach and expanded capabilities. Offering integrated marketing, research, advertising and public relations, Lyerly was now more capable of anticipating the needs of emerging markets, trends and opportunities, and better prepared for the future ahead.

Throughout our journey, the path has not always been straight. There were times when it was difficult to see around the bend and other times when it seemed that there were large boulders in our way. But I'm proud to say, in our 30 years of service we have never settled for coasting idly, or resting on the banks.

We've asked, demanded, expected – and received – more from our employees than we could ever hope to imagine, resulting in unparalleled creativity, impeccable customer service and incredible teamwork. And we're hopeful that our clients – so many to name over these 30 years and to whom we are so grateful – have benefited from the work and outcomes we have provided.

While our journey continues, we hope every client finds his or her destination at Lyerly Agency. And we look forward to taking each and every step with them!

LA creative

LA Named Best In N.C.

Lyerly Agency is proud to announce that it was recently awarded the "Best in North Carolina" award by the Business Marketing Association of the Carolinas. The honor was announced at the 2007 ProAd Awards ceremony, a competition recognizing the best in business-to-business strategy and creativity in North and South Carolina. Lyerly earned the distinction based on its "Milk Rocks!" campaign developed for the Dairy Pak Division of Blue Ridge Paper Products. According to the judging panel, Lyerly's campaign offered, "An engaging, fully integrated campaign targeting education with a youthful look and feel. This campaign touches people with so many different senses." In addition to "Best In North Carolina," the agency earned nine other awards (see inside for details).



LA Gets Results – And Wins Honors



Time and again, Lyerly Agency strives to deliver on-target solutions for our clients that will reap the best results. Not only do our clients recognize the value of our partnership, Lyerly's peers in the marketing, advertising and public relations industries recognize the value of our winning solutions. Recently, Lyerly Agency was named "Best In North Carolina" at the 2007 ProAd Awards sponsored by the Business Marketing Association of the Carolinas. Recognizing the best in strategy and creativity in North and South Carolina, judges awarded Lyerly Agency with nine additional awards – 4 of the 15 Gold Awards presented, 2 Silver Awards and 3 Bronze Awards.

"Our clients allow us to flex our creativity and institute strategies that make a difference for their customers and the bottom line," said Elaine Lyerly, president and CEO of Lyerly Agency. "We're continuously grateful for the opportunity to work with clients that represent varying challenges in a multitude of industries. It's our clients' continued satisfaction and results that mean the most to us – and awards such as these are icing on the cake."

Lyerly More Than Capable For MechanEx

Lyerly partnered with Snider Tire, Inc. to brand and develop materials for its newly created on-site mobile maintenance services division. The solution earned a Gold Award in the Capabilities Brochure category.

Driving the branding effort, Lyerly created the name "MechanEx" to relate to the company's mechanical expertise. In addition to creating truck graphics and a corporate identity system, Lyerly also developed the brand tagline, "There When You Need Us, There So You Don't." Lyerly's next step was to develop a capabilities and services brochure to ready sales staff for the long haul.

"We are so pleased with Lyerly's work on our behalf," said Charlie Roach, Director of Fleet Services. "The brand truly reflects our commitment to the end-user and the new brochure serves as a valuable selling aid for our team. Lyerly offered exceptional customer service and provided us with the best possible solutions."



Lyerly got MechanEx on a roll with this Capability Brochure design that earned a Gold Award.



Judges Floored By Image Campaign

To tout ForesFloor's extensive line of hardwood flooring and *Beauty That Endures* brand positioning, Lyerly created the "Discriminating Tastes" image campaign that served up ForesFloor's products in unique settings. Strategically, the approach was to highlight the beauty of the product and its many benefits while creating a concept for the campaign to allow the ads to stand out from competitor offerings. One ad featured pieces of hardwood flooring as candy in a sample box and the other ad showed flooring as pieces of sushi on a plate. Because ForesFloor provides the fine details that selective consumers appreciate, the campaign reflected the discriminating tastes of the target audience.

"The hardwood flooring industry is very competitive and marketers must be strategic and very creative in their approach to capture the attention of the audience," said Buzz Heidt, president and CEO of The PENROD Group, manufacturers of the ForesFloor brand. "We're very proud of this campaign and feel that it has really connected our brand with our target audience."

Lyerly earned two Silver Awards and two Bronze Awards for the "Discriminating Tastes" image campaign.



Lyerly Rocks Out For Blue Ridge Paper Products

Earning the "Best In North Carolina" distinction at the 2007 ProAd Awards, as well as three gold medals in varying categories for Integrated Communications, Direct Mail and Promotional Materials, Lyerly literally rocked it out for the Dairy Pak Division of Blue Ridge Paper Products.

Targeted at elementary and school food service directors responsible for food purchasing decisions, Lyerly's multi-faceted "Milk Rocks!" campaign included advertising in trade publications, a tradeshow booth, a sell sheet, an online sweepstakes promotion with a database capture feature for sales follow-up, and a uniquely designed direct mail package. The direct mail package was designed with a sound chip that created a guitar-riff sound effect when opened and included a pair of ear buds that appeared to plug in to an iPod-styled milk carton. All materials reflected the musical nature of the program and were designed to increase program participation and provide Dairy Pak with opportunities to sell its milk cartons to school districts and dairies.

"Lyerly's way 'out-of-the-box' creativity fit well with what we needed to do," said Bobby Rogers, Director of Marketing and Business Development for Blue Ridge Paper Products (recently integrated with Evergreen Packaging Group). "Their strategic thinking and ability to deliver from concept to execution is outstanding. Honestly? Lyerly rocks!"



Lyerly's "Milk Rocks!" Campaign won a Gold Award for Total Communications Campaigns, a Gold Award for Direct Mail and a Gold Award for Promotional Materials.

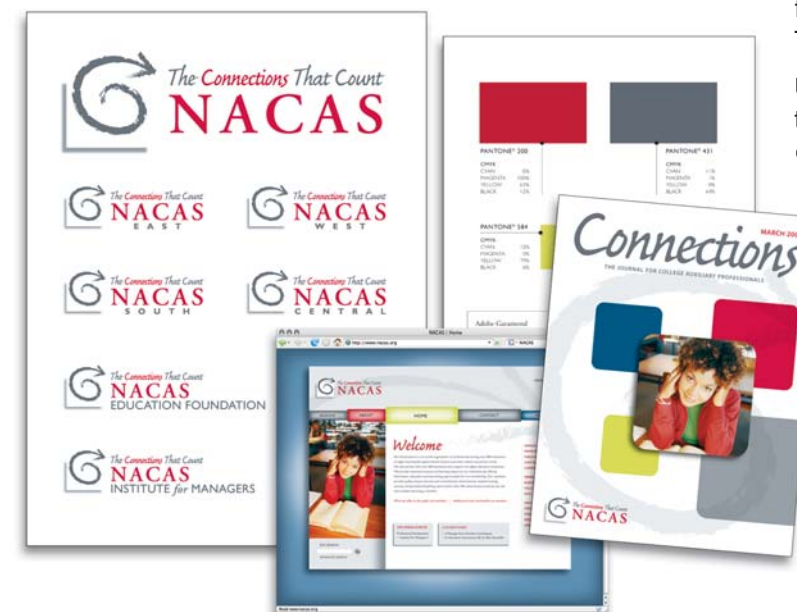
A Smart Approach For NACAS

In the world of higher education, there are many associations for auxiliary services professionals to join depending on their specific function. NACAS, the National Association of College Auxiliary Services, wanted to increase its membership, ultimately becoming the premier association for college auxiliary professionals. Lyerly's comprehensive communications plan and brand development for NACAS earned the distinction of a Bronze Award in the Total Communications category at the 2007 ProAd Awards.

Utilizing Lyerly's *MarketSmart*™ Strategic Planning process to streamline and improve the effectiveness of plan development, Lyerly recommended a highly strategic and tactical approach for retaining and recruiting members.

While the association had previously considered a name change, Lyerly suggested retaining the name equity of the 38-year-old organization and opted to promote the value of membership. Creating the tagline "The Connections That Count" to emphasize the association's points-of-difference and potential for bottom-line impact, Lyerly crafted a brand family of logos for the association and its regions. In addition, Lyerly developed a variety of communications tools and support materials for the association's strategic marketing efforts.

According to Dr. Bob Hassmiller, CEO of NACAS, "The response has been overwhelmingly positive – and the results tremendous. The new brand not only captures what our members consider their jobs to be, but also what they aspire to become."



The strategic plan and brand identity efforts developed for NACAS earned a Bronze Award in the Total Communications Category.

Family-Friendly Lyerly Is Best Place To Work

Lyerly Agency recently earned its ninth consecutive "Family-Friendly Award" presented by *Carolina Parenting* magazine, recognizing the agency as one of North Carolina's most family-friendly organizations. In the September issue, the magazine wrote, "...these North Carolina companies are making smart choices on behalf of their employees." Winners of the award are based on a combination of testimonials and family-friendly benefits.

Lyerly was also named as a finalist in the "Best Places To Work" competition by the *Charlotte Business Journal*. The nomination process included employee surveys analyzed by Quantum Market Research and an essay entry. Winners of the small-, medium- and large-sized companies were recognized at an awards luncheon on November 1 and were featured in the publication.



Welcome, Future Marketer!

Lyerly Agency is proud to announce the arrival of a new bundle of joy: Kelly Peace, V.P. Client Services and husband Greg recently welcomed Miss Gracyn Shea Peace into their family – and ours. Gracyn arrived on July 30, weighing in at 7 pounds and 10 ounces. Albeit a tad sleep deprived, Kelly has returned from maternity leave and is further honing her skills at multi-tasking. Welcome, Gracyn – and welcome back, Kelly.



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Lyerly Agency is proud to have been certified by the Women's Business Enterprise National Council and meets the stringent criteria.

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