

# LYERLY LA TIMES



Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

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lyerly.com



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## UrgentVet Launches Brand New Option In Pet Care

It's a brilliantly simple concept: If humans can have access to an urgent care center, why can't pets? UrgentVet is a revolutionary new veterinary facility that cares for pets with urgent, but not life-threatening, conditions outside of regular veterinary office hours. The clinic's owner turned to LA for a full suite of branding and marketing materials and public relations surrounding the mid-November 2015 opening. Featured here are UrgentVet's bold new logo and tagline – and check out the new Lyerly-designed website at UrgentVet.com!



UrgentVet.com

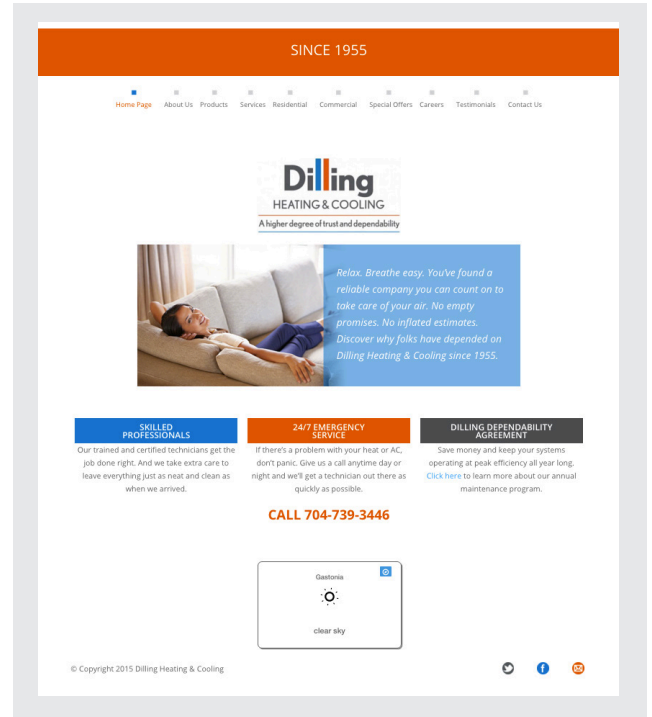
## Dilling's New Website Raises The Heat

For Dilling Heating and Cooling, launching a cool new brand required a hot new website. Enter LA. Dilling partnered with the agency to develop brand marketing strategies and communications, including a noteworthy website – DillingHeating.com. Previously, the company's online



presence was found only through an industry parent site. Now DillingHeating.com stands proudly on its own, with a streamlined look that leaves competitors'

ho-hum sites in the dust. Created with an eye toward SEO, the easy-to-navigate site features Dilling's unique services and products. And look how far a logo can go ... LA created an eye-catching design to appear on company vehicles to accelerate brand recognition.



DillingHeating.com



## Belmont Featured For Third Time On Getaways For Grownups

We're not the only ones who think Belmont, N.C., is a charming little burgh. LA's public relations strategies for Belmont Tourism Authority helped land the city in the online magazine *Getaways for Grownups* – again. The magazine has an active social media presence. Recent coverage features a “quick stop” overview of Belmont and a nod to Muddy River Distillery. LA has maintained a steady relationship with the magazine that has previously covered Belmont's holiday lights and Daniel Stowe Botanical Garden.

## Managing The Crisis With The Right PR

When an unexpected crisis occurs, having the right public relations professionals on your team can be the difference between making or breaking you. After more than 35 years in the public relations arena, LA has guided countless clients through various – and often very public – crises. Here's why so many businesses and individuals have turned to us for help:

- **We jump in fast.** Acting quickly is absolutely critical to managing the situation for an effective outcome.
- **We develop a strategy.** A plan of action is essential. We thoroughly assess the crisis, understand the facts and develop a communications strategy.
- **We effectively prepare and train key executives and spokespeople on how to respond.** Count on us to guide you through the process. We develop statements and talking points and then provide media training to company leaders and spokespeople.
- **We monitor the outcome.** We consistently monitor the media and continue to strategize and shape communications to effectively tell your story until the issue is resolved.

In essence, we vigilantly manage crisis situations on behalf of our clients. While we hope you don't need us for these particular services, know that we're here for you if you do.