

LYERLY

LA TIMES



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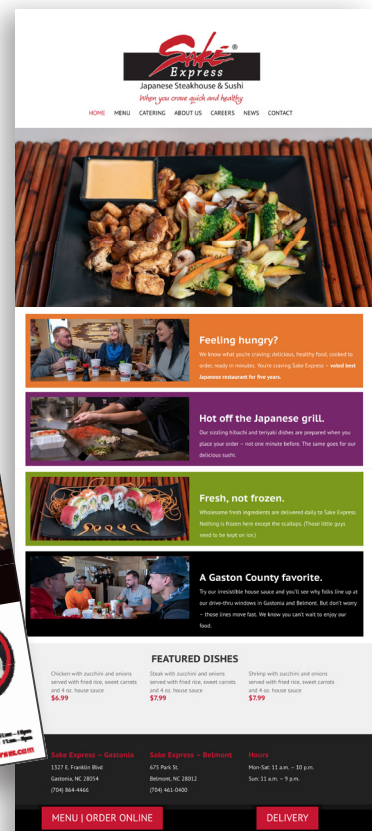


Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

Hot Off The Hibachi – LA Helps Sake Express Itself

When the busy sisters who own Sake Express approached Lyerly Agency for help with their marketing efforts, LA understood their entrepreneurial sisterly spirit – and delivered solutions. The agency began with a comprehensive marketing plan for the popular Japanese eatery as well as the tagline, *When you crave quick and healthy*, reflecting Sake's commitment to delicious, fresh, healthy and quick food.

Online, LA's website design for Sake features an easy-to-navigate format with a nod to contemporary Asian style, including new food icons and simply delicious photography. Finally, LA designed eye-catching ads, including one that conveys Sake's gratitude for its Best of Gaston award – for twelve straight years.



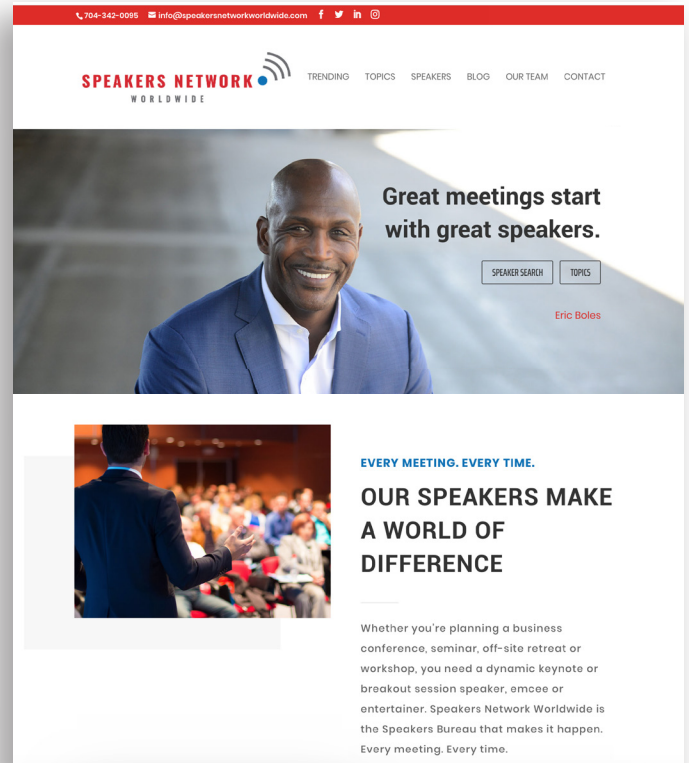


Strong Foundation: LA Builds Brand For BEAM Construction

Since 1925, BEAM Construction Company has carefully crafted an enviable reputation in the commercial building industry. Quality, reputation, reliability and excellence are all hallmarks of the award-winning company's legacy. What was missing, however, was consistency in its brand image and messaging. The Gaston County-based company hired LA to give BEAM's logo a refresh, create a brand new tagline and develop other materials to capture the essence of what BEAM stands for: *Strong. Solid. Sure.*

New Website For Speakers Network Worldwide

President Lincoln at Gettysburg. Dr. King having a dream (at Lincoln's Memorial, no less). Queen Elizabeth I's final address to Parliament. Lou Gehrig saying goodbye to baseball. Throughout history, speeches have inspired, inflamed and, in some cases, moved mountains. For Speakers Network Worldwide, LA was tasked with creating a website connecting businesses with a variety of inspirational speakers – covering virtually any topic and budget. The end result is a simple, streamlined site showcasing a global speaker network.



Elaine Lyerly Appointed To CRBA Board



LA is excited to announce Elaine Lyerly has been appointed to the Board of Trustees of the Charlotte Regional Business Alliance (CRBA). Formed as a result of a merger between the Charlotte Chamber and the Charlotte Regional Partnership, CRBA's mission is to promote and advance the Charlotte region, creating opportunity, economic

growth and prosperity for all. Elaine is honored to be a member of CRBA's first board.



Get Savvy: LA Proprietary Plans In High Demand

Allowing your business's voice to be heard in a labyrinth of complex environments, competition and buyer skepticism can be a daunting and confusing endeavor. LA's MarketSavvy™ customized strategic marketing plan brings order to the chaos and clears the path to better communication with your target audience. And if you want to take advantage of the vast buying power of women (they control roughly 85% of purchasing decisions), ask about LA's WomenSavvy™ approach. Getting from where you are to where you want to be could be easier than you think. Ask us for details.