

# LYERLY LATIMES



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*Since 1977, Lyerly Agency has provided clients with a full range of brand marketing and communication solutions. Here's a sample of our recent work for our valued clients. Imagine what we can do for you.*

## Aseptia Kicks The Can... And Launches A New Brand

Say farewell to refrigeration and freezing. And kick the can goodbye. Aseptia's groundbreaking technology reveals a better way to offer shelf-stable foods. LA created a full suite of marketing and branding materials, including a new website, a tagline for an existing logo and a new sub brand for one of Aseptia's innovative processes. But first, it started with informal industry research and an understanding of Aseptia's B2B2C (Business-to-Business-to-Consumer) goals, crucial to the successful results.



aseptia.com

*LA branded the AseptiWave™ patented process with both a logo and descriptor.*



## A New Era For An Old Landmark

Chronicle Mill owners John and Jennifer Church partnered with LA to create a cohesive brand, public relations and marketing strategy for their 1902 mill building in Belmont, N.C. The former textile mill – once a thriving cornerstone of Belmont’s proud past – will enjoy new life as a social, business and civic hub. Featured here are the Mill’s new logo and tagline as well as media coverage in the *Charlotte Business Journal*.



Mix, Mingle and Mill about.



## Fit For The Queen: Branding The Airport’s Development Plan

There are big changes at Charlotte Douglas International Airport and there are more to come. LA has enjoyed a 30-plus year relationship with the airport and we were honored to be asked to brand the growth plans for the future. In addition to the majestic logo, we created a PowerPoint template for the airport to use when presenting to various audiences as well as messaging for signage inside the terminal.

Playing off Charlotte’s reputation as the Queen City and the airport’s royal improvements, LA carefully crafted the theme and infused the brand with a dash of regal flair.

## Holy Angels Spreads Its Wings In Celebration

For 60 years, Holy Angels has lived its mission of Loving, Living and Learning for the Differently Able. To commemorate this milestone, LA created a theme and special anniversary logo that would easily stand on its own, but also complement the nonprofit’s main logo. The theme for the anniversary was “Spreading Our Wings in Celebration.”



## Spotlight On Wastequip In Greater Charlotte Biz

Since 1989, Wastequip has grown to become the leading manufacturer of waste handling and recycling equipment in North America. With more than 30 locations across the United States, Canada and Mexico, the company proudly touts its manufacturing expertise and innovative equipment. It just needed the right audiences to hear the message. LA created a robust public relations strategy including a national awareness campaign and media training with recruitment marketing initiatives and product-focused PR materials underway for 2015. Wastequip’s feature article in *Greater Charlotte Biz* was a key element in the overall strategy to increase awareness about the company.



## Malo Returns To Lyerly Agency

Former LA copywriter Trudi Malo has returned to the agency after 13 years. “It’s a perfect fit,” said Malo. “Lyerly Agency relocated to Belmont, and so did I.” She rejoins the team as special projects manager after a hiatus to raise her children.