

Wilson Lass Merges With The Brandon Agency To Become Wilson Lass + Brandon

Written by Australian Business

BRECKENRIDGE, Colo., Nov. 25, 2013 /PRNewswire/ -- Representatives from The Brandon Agency and Wilson Lass announced today that the full-service marketing agencies have merged.

The Brandon Agency, a South Carolina-based agency founded in 1959 and specializing in marketing, advertising, public relations, interactive and social media, has its headquarters in Myrtle Beach, with offices in Charlotte, N.C.

, Charleston, S.C.

, and Cleveland, Ohio

. The agency is known for its work in the areas of hospitality, travel and tourism, luxury goods, real estate, business-to-business, consumer-packaged goods and healthcare.

Founded in 1981, Wilson Lass is based in Breckenridge, Colo., and is known for its creative work for clients in the sports and recreation, hospitality, medical, real estate and resort industries.

The merger is the result of The Brandon Agency seeking opportunities to grow beyond the East Coast and Wilson Lass' desire to broaden its scope of in-house resources. Each location will retain its existing staff.

A consultant who had worked with both agencies throughout the years introduced the principals earlier this year.

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"Our partnership with Wilson Lass is great for both agencies," said Scott Brandon, CEO and president of The Brandon Agency. "It allows The Brandon Agency to expand to the Western part of the United States with clients in categories we already have expertise with. For Wilson Lass, it allows them to add fully integrated marketing services to their existing clients. The teams will stay the same for the clients, but the expertise will be greatly expanded. Plus, so many of our clients and areas of focus are similar, so it makes sense to partner with a strong regional leader within a new market."

"With more than three decades of experience within the Rocky Mountain region, Wilson Lass has invaluable insight into the mountain culture and lifestyle for our clients and their consumers," said Meg Lass, principal of Wilson Lass. "This year, we reached a point where additional in-house resources would result in measurable benefits for our clients and we found the right partner in The Brandon Agency."

Wilson Lass will now become Wilson Lass + Brandon and will remain headquartered in Breckenridge. The Brandon Agency will continue to operate under the same name with offices in Charleston, Myrtle Beach, Charlotte and Cleveland.

About Wilson Lass + Brandon Founded in 1981 by Tony Wilson and Meg Lass, Wilson Lass quickly became known for its outstanding creative and expertise in the travel and real estate categories. In 2013, Wilson Lass merged with The Brandon Agency, an integrated marketing and communications firm headquartered in South Carolina with offices in

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Myrtle Beach, S.C.

,
Charleston, S.C.

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, to become
Wilson Lass

+ Brandon in order to offer broader services and expertise to its clients.

Wilson Lass + Brandon's clients include Breckenridge Ski Resort (a division of Vail Resorts Management Company), Rocky Mountain Vein Institute, The Summit Foundation and The Summit County Care Clinic.

The agency is headquartered in Breckenridge, Colo. To learn more about Wilson Lass + Brandon, visit

www.wilsonlass.com

or call (970) 453-9699.

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