

CHICAGO, IL, September 17, 2013 /24-7PressRelease/ -- **Michael Walters Advertising**, a Chicago-based full-service advertising agency, has partnered with **Padgett Business Services**

to develop and implement a new branding campaign designed to express the significant benefits of utilizing a specialty accounting firm to handle small business financial needs.

Padgett Business Services, with over 400 franchise locations throughout the United States and Canada, has provided small business owners accounting services for the last 45 years. Specializing in tax, income, financial reporting and compliance services to allow small business owners time to focus on their individual business needs.

"We chose Michael Walters based on their vast ability to handle multi-location organizations. MWA was able to identify our strongest assets as a corporation and build a brand focused on those strengths," said John Holjevac, Vice President, Marketing/National Accounts.

Michael Walters has begun a branding campaign that will be followed by a full, integrated multi-touch campaign. Jim Lake, Vice President and Managing Partner of MWA said, "Our success with international and multi-location clients gave us the experience and programs needed to help Padgett Business Services move to the next level."

John reiterates, "We are confident that this partnership, the brand they have created for our organization and the plan to execute it will greatly influence the profitability of our participating offices."

Full implementation of the new Padgett Business Services brand identity will continue throughout the remainder of 2013 and into 2014.

ABOUT PADGETT BUSINESS SERVICES Opening its first office in 1966 to help small business owners stay compliant with their tax matters, Padgett Business Services has developed into a full-service accounting and financial firm dedicated to assisting small business owners with all of their reporting and reviewing needs.

ABOUT MICHAEL WALTERS ADVERTISING Michael Walters Advertising is a full-service advertising agency that has partnered with many of the world's premier brand names to deliver

Padgett Business Services Selects Michael Walters Advertising in New Branding Initiative

Written by Australian Business

custom marketing strategy and solutions to their clients including: Olivet Nazarene University, Blue Cross Blue Shield of Montana, Argosy University, Illinois State University, Indiana State University, Auto-Owners Insurance, Chicago Cubs, Morton's The Steakhouse, Comcast SportsNet, Hunter Douglas and many more. They offer a full spectrum of marketing and advertising strategy and implementation.