



**For Immediate Release**

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**Phoenix Ad Agency Happily Promotes its  
Competition in New “Buy Local Creative” Campaign**

PHOENIX, Ariz. (December 20, 2010) – “Even if you don’t hire us for your advertising and marketing, at least hire one of our friends,” is the sentiment behind the new buy local creative campaign spearheaded by Park&Co, a Phoenix-based advertising, web, and film & video production firm.

“It might seem strange to promote your competition. But I believe in the old adage that a rising tide lifts all boats,” said Park Howell, President of Park&Co, about the agency’s new effort to encourage Arizona companies to work with local creative shops.

The integrated campaign features print ads, online social media, and a “Pay it forward” WOM promotion. Each print ad focuses on a particular element of the local advertising industry, and features a unique landing page that makes it easy for companies to find Arizona ad agencies, [parkandco.com/AzAgencies](http://parkandco.com/AzAgencies), interactive and web firms, [parkandco.com/AzWeb](http://parkandco.com/AzWeb), and film and video production companies [parkandco.com/AzProd](http://parkandco.com/AzProd).

“We used [our agency blog](#) as a call-to-arms for all Arizona creative firms to get vocal about using local talent by sharing the campaign on [Twitter](#), Facebook and LinkedIn,” said Howell. “You buy your lettuce locally, so why not your marketing?”

According to Local First Arizona, a non-profit organization that celebrates local business, “For every \$100 spent for goods and services at a locally-owned business, \$73 remains in the AZ economy.”

To further the buy local concept, Park&Co generated solid WOM buzz by providing free coffee to unsuspecting customers the Monday before Christmas at the local [Mama Java’s](#) coffee shop. Each free coffee recipient was given a card that says, “*You just received a random act of Park&Co. Pay it forward.*”

The agency has been involved in two new client pitches since the start of the campaign, and ironically has been asked to follow-up with a potential new client in California after the first of the year.


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The three ads in our “Get Vocal About Local Creative” campaign:

## Hula, good ice fishing, and Democrats.

Let's face it, certain things are hard to find in Arizona. But creativity isn't one of them. Our proud state boasts a smorgasbord of advertising talent to help your company thrive. So if you go out of state for your maple syrup, that's fine by us. But if you're looking for great marketing, keep it local.


For a list of the top shops in town, visit [parkandco.com/azagencies](http://parkandco.com/azagencies). And no worries if you choose one of them instead of us. Just tell them Park&Co sent you.

A small, dark building with a sign that says "park&co" on its roof, surrounded by trees.

## Lawless lawmen, SB1070 and cow skull landscaping.

There's some stuff about Arizona we like to keep on the down low. But our wealth of interactive agencies is something to be proud of. In fact, with this much talent to go around, turning to California for web talent is a bit like sourcing your cactus jelly in Alabama.


So visit [parkandco.com/azweb](http://parkandco.com/azweb) for a shortlist of digital shops that call our fine state home. And if you choose one of them instead of us, not to worry. Just tell them Park&Co sent you.

A large, modern building with a sign that says "Park & Co" on its side.

## The \$50k boom shot, sashimi craft services and three assistants to the director.

L.A. offers endless add-ons for your film or video. So if a chair with your name on the back is essential to your project, by all means, head west. But for stellar productions sans the bloated budgets and egos, keep your broadcast work right here in Arizona.

Visit [parkandco.com/azprod](http://parkandco.com/azprod) for a list of top production and broadcast talent, hold the glitz. And if you choose one of them instead of Park&Co, no problem. Just mention us somewhere in the credits.

A building with a sign that says "Park & Co" on its side, with a red circle containing an ampersand.