

## HOWARD, MERRELL & PARTNERS

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### FOR IMMEDIATE RELEASE

#### **Creative Director Billy Barnes Celebrates 10-Year Anniversary with Howard, Merrell & Partners**

**RALEIGH, NC, December 15, 2010** – Howard, Merrell & Partners, the oldest full-service advertising agency in the South, commends Billy Barnes for his 10 years of creative inspiration and dedication to the firm. Barnes supervises the creative for all accounts in the agency and has overseen award-winning campaigns for clients such as BB&T, Georgia-Pacific, BASF Plant Science, ZenPuppy Dog Treats, Sappi Fine Paper and CORDURA® fabric.

“Billy is truly an asset to our agency,” said Howard, Merrell & Partners President and CEO, Jim Cobb. “His strong suit is positioning new products. Billy does a great job of creating clever concepts that engage people at an emotional level. He’s a very versatile creative director and no one can deny his great talent.”

Throughout Barnes’ 18-year career in advertising, he has worked on a wide variety of accounts, spanning a range of industries. Previous clients include Martex Sheets and Towels, Business Week, Primestar Satellite TV, CMT Country Music Television, Crest, Scope, ABC News and Jameson Irish Whiskey. Before joining Howard, Merrell & Partners, he spent nearly a decade working as a copywriter at both large and small New York City advertising agencies.

Barnes is married with four children and enjoys playing hockey while not at the office. He holds a bachelors of science degree in corporate communications from Southern Connecticut State University.

#### **About Howard, Merrell & Partners**

Raleigh, N.C.-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotion to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Founder Jack Howard and his predecessors used to build the agency over the years. Agency services include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic account

management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie<sup>®</sup> and enMotion<sup>®</sup>), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA<sup>®</sup> brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners work has received the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.

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