

## HOWARD, MERRELL & PARTNERS

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### FOR IMMEDIATE RELEASE

## **Howard, Merrell & Partners Celebrates 10 Years with Advertising Expert Lisa Powell**

**RALEIGH, N.C., January 14, 2011** – Howard, Merrell & Partners, the South’s only emotion-inspired communications agency, is delighted to announce that direct marketing, advertising and strategic planning expert, Lisa Powell, is celebrating her 10<sup>th</sup> anniversary with the firm. Powell, vice president, management supervisor, will continue to offer HM&P clients a wealth of knowledge and experience and has helped create several award-winning campaigns for BB&T, Zilla® and BASF Plant Science.

“Lisa is a great asset to the agency. She provides clients with insightful observations on complex business and marketing issues,” explains Howard, Merrell & Partners CEO, Jim Cobb. “Lisa has really excelled at offering creative and practical recommendations that have helped our clients exceed their business objectives, even in a tough economy.”

As Howard, Merrell & Partners celebrates its 65<sup>th</sup> anniversary, the agency is proud to recognize all its employees. “During the past six decades, we have found and hired very talented individuals like Lisa, who help bring product innovations and company stories to life through integrated brand campaigns,” continues Cobb.

### **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® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA’s CORDURA® 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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