



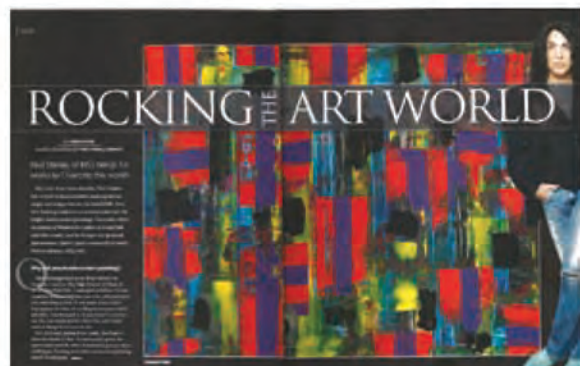
The Jewell Agency's talented team (from left) Hillary Lacouture, Mckenzie Hamrick, Jessica Lawrence, Lauren DeGeare and David Jewell...and Company Dawg, Rock.

## The Jewell Agency: Celebrating 15 Successful Years in Myers Park

By: Contributing Writer Hillary Lacouture

Don't be surprised if you never see an ad promoting the advantages of working with The Jewell Agency on Providence Road. This homegrown Myers Park firm devotes all its energy to creating advertising and public relations campaigns, developing websites, building brands and generating business for a roster of well-known local and regional clients. Instead of relying on self-promotion, the agency has developed strong client relationships that naturally generate the kind of word-of-mouth advertising that has kept it thriving and expanding since 1998.

Long-time clients turn to The Jewell Agency for its dedicated people and broad-based experience. The agency's highly efficient and cost-effective team is led by David Jewell and Hillary



Lacouture and fueled by the media-buying skills of Jessica Lawrence and marketing talents of Lauren DeGeare and Mckenzie Hamrick. Over the years, it has also partnered with some of the area's best photographers and illustrators whose experience is matched to projects on a client-by-client basis. As a full service advertising, marketing and public relations firm, The Jewell Agency specializes in both traditional and non-traditional media, including on-line branding, social media and email marketing.

The agency's portfolio, website and office walls show great work for clients in many industries and market categories. Residential and commercial real estate clients include Trinity Partners, BECO South, developers of Innovation Park, the highly suc-



successful Baxter Village in Fort Mill, and up-and-coming Riverwalk, on the banks of the Catawba River in Rock Hill. In healthcare, the agency spearheads the marketing efforts of the nine offices of Urology Specialists of the Carolinas and the five locations of the Carolinas Center for Oral & Facial Surgery.

Many thriving restaurants have also made The Jewell Agency their marketing experts of choice. Jewell supported the growth of Mac's Speed Shop from the year it opened its first location in South End, through expansions to Lake Norman, Steele Creek, Fayetteville and Greenville, S.C. The agency is also assisting Cantina 1511 through its next era of growth, and counts American Roadside Burgers with its five current locations and Vivace, the contemporary Italian trattoria in the Metropolitan as valued clients.

Myers Park's family-owned Karat Patch Jewelry has entrusted the agency with their marketing for years. When you see someone driving a Jaguar in Myers Park, chances are The Jewell Agency created the messages that drove them to buy it from Charlotte's celebrated Scott Jaguar. Another client is Dickens-Mitchener, a 21-year-old company that distinguishes itself as a member of Leading Real Estate Companies of the World™.

Over the past decade, David Jewell has also handled PR and promoted gallery shows by renowned artist Peter Max, as well as "rock stars turned artists," including Rock and Roll Hall of Famer Grace Slick and KISS front man, Paul Stanley. He has also worked with actress Jane Seymour and cubist painter and muralist Alexandra Nechita.

If you've been to the Major Achievements in Marketing Excellence Awards over the past decade or more, you've seen a host of "Best" awards for work by The Jewell Agency, including Best Advertising campaign, Best Logo, Best Color and Black & White Magazine Ads, Best Newsletter, Best Company Brochure, Best Sales Center, Best Radio Spot, Best Video and Best Direct Mail Piece. Such accolades are what you'd expect from a

Myers Park company that works diligently every day to achieve David Jewell's mission: "To provide the best service, best ideas, and best results for the best clients in the business."

You can see and read more about The Jewell Agency's clients, portfolio, and public relations successes at [www.thejewellagency.com](http://www.thejewellagency.com), or call them at 704-347-0399.

To have your business featured in an upcoming issue of *Myers Park Life*, please send an email to Zane Odom at [zane.odom@n2pub.com](mailto:zane.odom@n2pub.com).



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