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## **Sheakley Launches New Brand & First-ever Advertising Campaign**

*(August 22, 2008, Cincinnati, OH)* On August 15, 2008, Sheakley unveiled its new logo, tagline, and first-ever advertising campaign. The campaign was developed in conjunction with Sunrise Advertising, and consists of print, radio, television, internet and sponsorship efforts.

The new logo features the simple “Sheakley” in blue lettering, next to a clock tower that is a replica of the tower that sits atop Sheakley’s Springdale headquarters. The logo illustrates the move from “The Sheakley Group of Companies,” to the simpler “Sheakley,” which is how the company is typically referenced by its clients.

“We felt it was time to simplify the brand to ‘Sheakley,’” said Larry Sheakley, CEO. “The new campaign will unify all of our companies and materials under the Sheakley umbrella, as well as brand the Sheakley name as the single answer for companies looking for comprehensive HR solutions.”

The campaign launched Friday August 15<sup>th</sup> with a wrap on the outside of the Cincinnati Business Courier, including a center spread inside. The ads will convey the new tagline, “It’s Done,” which communicates to current and potential customers that whatever the need is, Sheakley will get it done. Ten-second local and cable television billboards will convey this same message, as will sponsorships on National Public Radio, and internet advertising with the Business Courier and the Cincinnati Enquirer websites.

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The campaign also features a unique sponsorship with the Cincinnati Reds, through Fox Sports Net-Ohio. Upon the first RBI of each Reds game, Sheakley will donate to the Reds general fund. Just as an RBI signifies the Reds “getting it done” for their fans, Sheakley “gets it done” for its clients.

Regarding the choices in mediums for the campaign, Sheakley said, “We wanted to target Greater Cincinnati business owners, CEOs, CFOs and HR decision makers with the Sheakley ‘It’s Done’ message on a daily basis.” Utilizing select print, television and radio will reach potential clients, but also current clients and employees while they’re at work, as well as during their leisure time.

The campaign will run through at least December.

### **About Sheakley**

Founded in 1963, Sheakley is comprised of more than 500 employees, specializing in the fields of payroll administration, full service 401(k) financial services, human resource solutions, Ohio workers’ compensation, safety services, flexible benefits, unemployment cost control, physician billing, vocational rehab, and merchandising for small to mid-sized employers. Headquartered in Cincinnati, Sheakley has regional offices in Nashville, Tennessee; Houston, Texas; and Burlington & Bettendorf, Iowa. Sheakley continues to extend its client services through its affiliates: Sheakley UniService, Inc., Sheakley UniComp, Inc., Sheakley Pension Administration, Inc., Sheakley PaySystems, Sheakley HR Solutions, LLC, Sheakley Vocational Services, LLC, Sheakley Medical Management Resources, LLC, and Sheakley E-Training Solutions, LLC. View the Sheakley website at <http://www.sheakley.com/>

### **About Sunrise**

Everyday we come together to create ideas that move people closer to our clients' brands. Sunrise is the agency for many regional brands, including Sheakley, Skyline Chili, Graeter's, and Smithfield subsidiaries John Morrell, Curly's, RMH Foods and Kretschmar, as well as EyeMed Vision Care, The Beach Waterpark, Borcharding Automotive, Taco Bell, and HORAN. Sunrise is a full-service advertising and public

relations agency located in downtown Cincinnati at 700 Walnut Street and on the web at [www.sunrise-ad.com](http://www.sunrise-ad.com).