

# EraserFarm

## **FOR IMMEDIATE RELEASE**

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## **ERASERFARM ANNOUNCES NEW PARTNERSHIPS WITH BUTCHER'S MARK, CORBETT PREPARATORY SCHOOL AND MOE'S SOUTHWEST GRILL**

*Creative agency continues to expand footprint with major brands*

**Tampa, Fla. (May 16, 2018)** - EraserFarm, a creative and strategy-based agency, has been selected as agency of record for two notable brands and strategic campaign manager for a third, including both regional and national organizations. As a boutique agency, EraserFarm's newly-named partnerships are evidence of the agency's continued growth, direction, and best-in-class reputation that far exceeds its size.

Corbett Preparatory School and Butcher's Mark have both selected EraserFarm as the agency of record, while Moe's Southwest Grill Tampa Bay Advertising Cooperative have chosen the agency for its campaign management expertise. While each of the three clients represents specific industries with unique goals and objectives, all are unified with a common purpose of leveraging a highly-skilled agency to help tell their story and elevate their offering within the marketplace.

Founded in 1968 as an independent, nonsectarian school, Corbett Prep now serves more than 500 college-bound students in PreK3 through eighth grade. By weaving together multiple best practices in education, Corbett Prep produces students who are creative, innovative thinkers who collaborate and lead.

Like Corbett Prep, Butcher's Mark was born on the idea of community. Drawing inspiration from the small butcher shops of New England, this brand new concept will be launched in Sarasota later this summer. Butcher Mark's passion for providing only the freshest, finest, and most tender, savory meats drove them to create a product unlike anything else available today. The results are marinated meats that face a strict seal of approval known as The Butcher's Mark, guaranteeing exceptional quality and flavor.

"When it came to selecting an agency partner, EraserFarm's experience in food, restaurant, franchising and history of challenging the status quo was exactly what I was looking for," said ABL Brands president Charlie Haney. "They possess the branding and creative prowess we need in order to launch this new concept. But, most importantly, their ability to find that human

connection between brands and their customers sets them apart from any other group I'd met with."

EraserFarm will bring its strategic brand management and full creative production services to the partnerships with Corbett Prep and Butcher's Mark. Moe's Southwest Grill Tampa Bay Advertising Cooperative, which oversees the 23 stores in the Tampa cooperative, will look to EraserFarm for their restaurant industry expertise, campaign management and execution. A widely-known and recognized national brand, Moe's serves Southwest fare at more than 700 locations in the U.S. and abroad.

### **About EraserFarm**

[EraserFarm](#) is a Tampa-based advertising agency whose mission is to cultivate breakthrough solutions by pinpointing true, human emotions that powerfully connect with consumers. With a media-agnostic philosophy, the agency specializes in developing big ideas grounded in solid strategy and neuromarketing techniques that work across today's evolving channels. The agency is proud to have client partnerships with organizations such as OttLite Technologies, Intrepid Powerboats, Mango Tree Coffee, Kinney Fernandez & Boire P.A. and The Homefront Foundation.

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