



## **Eckley Media becomes Crackerjack Media**

*Focusing on growth and client work, Eckley Media rebrands their company name and image*

Tampa, Fla. (July 12, 2018) -- Marketing and public relations agency, Eckley Media, Inc. has announced today that the company will begin operating under a new name and will be known as Crackerjack Media, Inc., effective immediately. The rebranding is reflective of the agency's continued growth, its dedication to client success and its vision for the future. In alignment with the name change, the agency has launched a new website, branding, and the announcement of new additions to its client roster.

CEO Jessica Eckley stated, "This name change was not something that we came upon lightly. It summarized what we've heard clients say that they've wanted for years, an unrelenting pursuit of campaign success and results that defied the norm. Crackerjack by definition is something or someone that is exceptionally good. It sounds like a simple goal, but it's become a mantra that drives us to deliver a unique client experience every single day."

Crackerjack Media draws on more than 40 years of collective experience in marketing and public relations. Its leaders sought to establish a different agency experience, dedicated to one bottom line — its clients. The agency has represented brands such as the Tampa Bay Sports Commission, Live Nation, Kinney, Fernandez & Boire, P.A. and worked with renowned area events including the 2017 College Football Playoff National Championship, The Art of the Brick, and Cirque du Soleil VOLTA. It has also recently added Moe's Southwest Grill, Intrepid Powerboats, Butcher's Mark and Corbett Preparatory School to its agency roster.

### **About Crackerjack Media:**

Founded in 2014, Crackerjack Media is comprised of a team of advertising consultants and entertainment industry veterans who joined together to help brands ignite a community of fans rivaling those found in the world of sports and live music. The agency seamlessly blends public relations, advertising and events into integrated marketing campaigns that produce exceptional results — and all without the red tape of the typical agency experience. Crackerjack Media is proud to have worked with clients including Live Nation, Tampa Bay Sports Commission, Vinik Family Foundation, Moe's Southwest Grill and Kinney, Fernandez & Boire, P.A. For additional information, including client work, case studies and service offerings, please visit [crackerjackmedia.com](http://crackerjackmedia.com).

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