

## **Press Release**

August 5, 2013

Greenville, South Carolina

**We are pleased to announce the launch of a new marketing firm in Greenville, South Carolina, Lamplight Marketing Group, Incorporated.** Lamplight is an exciting new marketing strategy firm with the goal of bringing innovative marketing strategies to the small business community. Lamplight MG will specialize in strategic planning and marketing initiatives designed to assist businesses in positioning themselves strongly for future success.

Lamplight Marketing Group is the merger of Greenville-based marketing firm, Whigham Consulting, and Lamplight Productions, a creative agency from Tampa, FL. The new firm will be managed by three partners:

**Steve Whigham**, the CEO of Lamplight Marketing Group, has been actively involved in consulting and conducting training seminars on advertising and business management for 30 years to over 800 small- to mid-sized business owners and managers in the United States, Canada, Eastern Europe and Asia. He has worked with a variety of companies and brands such as: Michelin, BFGoodrich Tires, Verizon Wireless, BMW Manufacturing, Volvo Construction Equipment, Chili's, Macaroni Grill, Porsche Cars North America, The Toro Company, and many others.

**Jonathan Bailie**, COO and marketing strategist for Lamplight, earned undergraduate and graduate degrees in marketing and is currently pursuing a DBA in Marketing Strategy. He managed a video production, marketing communications, and web development agency for ten years; and for the past five years, he served as a university marketing director, managing the audio/visual, creative services, and marketing functions of the university. His talent for marketing can be seen in his experience successfully implementing various digital media initiatives, corporate rebranding, and complex web development plans.

**Kevin Priest**, our CFO, has a background in higher education as a university registrar and academic dean for nearly fifteen years. His experience in managing a multi-million dollar budget, leading the university accreditation team, and supervising all of the faculty and academic infrastructure of the university makes him highly qualified to manage the growth of Lamplight Marketing Group.

Over forty years of small business experience in management and consulting have come together to make Lamplight Marketing Group a most exciting new, "old" firm.

Since our firm was created as a marketing strategy firm, we developed a strategic planning system called GAP Marketing™. This system was developed from the thousands of conversations, seminars, and consultations that Steve Whigham has directed throughout his career. The concept has been trademarked by Lamplight and describes **the GAP** which we believe every company faces. Many marketers victimize the present or the past in their efforts to position future plans as the only way forward. Instead, we propose that small businesses embrace their current position. Current positioning should be viewed not as a detriment but as an opportunity.



The **GAP**, as we define it, is the difference between current positioning and future positioning. We like to describe it with a football analogy. Current positioning is like current field position, the yard line where the team snaps the ball. Future positioning is down field, where the ball is advanced toward the goal line. The play, where the ball is thrown and the receiver catches it, is an orchestrated effort by the team to successfully re-position itself down field. The opposing team is the competition, who, along with other obstacles, tries to prevent a successful completion. As we see it, GAP Marketing™ is the best way to position the future for success by analyzing the "gap," the space between quarterback and receiver, current position and future position. Service/product trajectory and organizational movement all need to be carefully orchestrated and executed for a successful completion. Lamplight is your coach through this process, with the experience and drive needed to steer your business to success.

If you have any questions about Lamplight Marketing Group, or if we may be of any service, please don't hesitate to contact us at 864-438-0562 or [jonathan.bailie@lamplightmg.com](mailto:jonathan.bailie@lamplightmg.com). We look forward to working with you in the days ahead.

Lamplight Marketing Group  
864-438-0562  
Greenville, SC