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The Republik Serves Dixie Bones

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- Adweek Staff

DURHAM, N.C. Metro Washington, D.C., barbecue institution Dixie Bones has named independent The Republik as its first lead agency without a review.

Upcoming work breaks in October and features a mix of social media marketing, online ads and search-engine efforts.

Despite a modest marketing outlay likely somewhere in the six-figures, the agency sees a chance to flex its creative muscle on a potentially fun and (at least locally) high-profile account.

Dwayne Fry, agency strategic ops leader, said: "We showed them our kind of viral 'pull' concepts — designed to convert customers -- and they didn't ask, 'Why?' They asked, 'How?'"

Added client founder Nelson Head: "Dixie Bones didn't get where it is by following any mass-marketing rules, and it seems to me The Republik doesn't either. I'm looking for that crazy stuff."

Indeed, the shop is building a reputation for its unorthodox approach, notably in recent Fayetteville spots that offended some, but attracted a fair share of media attention.

The Republik also works for Triumph Boats, Carver Boats, Wellcraft Marine and Community Builders, among others.



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