

**Proposals RFP 2026-02**

**ORIGINAL**

Submitted to:  
City of Isle of Palms, South Carolina

Submitted by:  
**King & Columbus**

A division of Evening Post Publishing Newspaper Group

May 5, 2026

**King &  
Columbus**

**The Post and Courier  
ADVERTISING**

# COVER LETTER

King & Columbus is pleased to submit this proposal in response to RFP 2026-02. As a Charleston-based, full-service marketing agency, we bring an insider's appreciation for the South Carolina coast and a decade of proven brand-building experience across the state. The Isle of Palms is a jewel of the Lowcountry, and we believe its brand identity should reflect that with the same warmth, authenticity, and family spirit that define the island itself.

Our agency was founded in 2016 by Evening Post Industries, owner of The Post and Courier, South Carolina's largest locally-owned media company. That foundation gives us deep roots in the communities we serve, first-party data across the state, and an unmatched platform for amplifying the stories we help create. We have partnered with municipalities, destination organizations, festivals, nonprofits, and local businesses to craft brands that resonate, unify, and endure.

We understand that this project is about far more than a new logo. It is about giving the City of Isle of Palms a coherent, confident, and compelling identity that City Council, staff, residents, and visitors can all rally around. Our approach is collaborative by design: we listen first, research deeply, and create with intention. We will work closely with City staff, City Council, and the Charleston Area CVB to ensure the resulting brand reflects the community's shared vision.

We are confident that King & Columbus is the right partner for this work. We welcome the opportunity to bring our creativity, strategy, and commitment to the Isle of Palms.

Sincerely,

**Chase Heatherly**

President & Chief Revenue officer

[chase@kingandcolumbus.com](mailto:chase@kingandcolumbus.com)

**King &  
Columbus**  
STRATEGICALLY FOCUSED + CREATIVELY DRIVEN

**STRATEGICALLY FOCUSED.**  
**CREATIVELY DRIVEN.**

# ABOUT K&C

Founded in 2016, King & Columbus is a full-service marketing agency with a core competency in integrated marketing strategy: bringing together paid media, content creation, public relations, social media, digital advertising, and creative services under one roof to deliver cohesive, results-driven campaigns.

We have spent years helping tourism bureaus, DMOs, municipalities, and cultural organizations across South Carolina tell their stories, grow their audiences, and drive measurable economic impact.

We don't just execute tactics; we build the strategic frameworks that make every tactic work harder.

King & Columbus has operated as a full-service marketing agency for 9 years, functioning as a division of Evening Post Publishing Newspaper Group, the parent company of The Post and Courier, South Carolina's largest locally owned media company.



# COMPANY BACKGROUND & QUALIFICATIONS

**Full-service, results driven agency** rooted in storytelling, innovation, and strategic thinking. With experienced specialists, our team is hands-on, highly accessible, and deeply invested in your success.

We collaborate closely with our business partners to bring their brands to life through compelling creative, modern technology, and measurable marketing strategies.

## What We Do Best:

### **Strategic Planning & Brand Development**

Build strong foundations with positioning that drives growth.

### **Data-Driven Digital Marketing**

Reach the right audience with precision targeting and performance insights.

### **Custom Content Creation**

Engage through impactful video, photography, and copy tailored to your brand.

### **Web Design & Optimization**

Design sleek, user-friendly websites that convert and perform.

### **Full-Funnel Media Buying**

Maximize ROI with integrated campaigns across print, display, OTT, streaming, social, and search.

## What Sets Us Apart:

**People-First Partnership:** We treat your brand like our own, with transparency, respect, and collaboration.

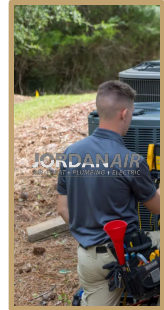
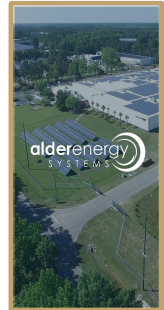
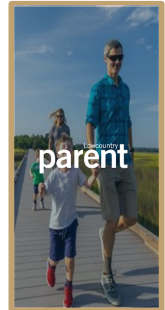
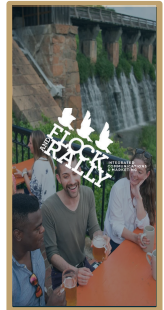
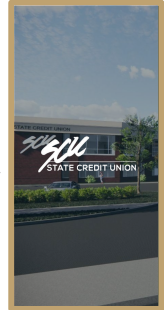
**Integrated Creative + Strategy:** From concept to execution, our work is tailored, innovative, and measurable.

**Relentless in Results:** We're not just a vendor, we're a team that cares deeply about your goals and goes the extra mile to exceed them.

# MEET OUR CLIENTS.

The company we keep says everything.

From local legends to household names, we believe the most effective strategies don't overcomplicate the funnel. They connect it.



# PEOPLE FIRST.

**We believe that our strength lies in people — their ideas, passion, and determination drive our success and the success of our clients.**

**We believe that good marketing isn't about just reaching audiences; it's about connecting with our communities. We prioritize humanizing brands, meeting people where they are and fostering authentic relationships that resonate.**

**We believe that our clients are the cornerstone of every campaign. We forge strong partnerships built on trust, transparency and mutual respect.**

# MEET THE KING & COLUMBUS TEAM



**Chase Heatherly**  
President & Chief  
Revenue Officer



**Demi Kull**  
Director of Client  
Services



**Cooper Crews**  
Director of Digital  
Marketing



**Justin Finley**  
Director of Business  
Development



**Kerry Welch**  
Director of Media  
and Content



**Jason Clark**  
Client Services  
Manager



**Jaime Areheart**  
Marketing Automation  
Specialist



**Eric Ayala**  
Sr. Paid Search  
Specialist



**Ben Culbreth**  
Content Marketing  
Manager



**Anna Margaret Foster**  
Sr. Account Manager



**Mitchell Hall**  
SEO / Website Project  
Specialist



**Matt Hill**  
Art Director



**Campbell Holben**  
Sr. Photographer +  
Videographer



**Zach Kinsley**  
Social Media Manager



**Megan Llewellyn**  
Paid Social/Digital  
Marketing Supervisor



**Lynn Luc**  
Social Media  
Specialist



**Emily McCollum**  
Account Manager



**Renae Schuetter**  
Digital Marketing  
Strategist



**Katheryne Slack**  
Graphic Designer



**Makayla Smith**  
Social Media  
Specialist



**Ryan Willingham**  
Digital Marketing  
Strategist

OUR APPROACH TO DESIGN  
**HOW WE WORK**

**LISTEN**  
**RESEARCH**  
**CREATE**  
**DEVELOP**  
**DELIVER**

**LISTEN**

**UNDERSTANDING THE CONVERSATION BEFORE WE ENTER IT**

# LISTEN

## BEFORE WE CREATE ANYTHING, WE LISTEN.

Great brands aren't invented, they're uncovered.

We believe branding is not just visual identity, it's the promise that an organization makes to the people it serves and the experience that keeps people coming back. For IOP, that promise is rooted in the island's irreplaceable natural assets, its family-friendly character, and the sense of place that residents and visitors alike feel the moment they cross the bridge.

Before we sketch a single concept or write a single word, we sit down with City Council, key staff, and CVB partners to understand what Isle of Palms truly is: its history, its character, the friction points, and what success genuinely looks like to the people who live and govern here.

We ask the questions other agencies skip.

We map every voice that should have a seat at the table.

And we don't move forward until we can articulate your vision back to you more clearly than you said it yourself.

**RESEARCH**  
WE DIG INTO THE DATA

# RESEARCH

## INSIGHT DRIVES EVERYTHING WE BUILD

Once we've listened, we dig in.

We analyze the competitive landscape of coastal South Carolina destinations to find the white space where Isle of Palms can own something no other barrier island can claim.

We study your audiences, the families crossing the bridge for the first time, the seasonal renters, the Wild Dunes guests, the day-trippers from Charleston, and we learn what moves them.

Drawing on first-party audience data from The Post and Courier statewide network, we build a research foundation that doesn't just inform the brand; it justifies every decision we make along the way.

# LANDSCAPE

## WHAT ISLE OF PALMS IS ALREADY WORKING WITH

Isle of Palms is not starting from scratch. The island has been a vacation destination since the late 19th century, it sits just 18 miles from one of the most visited cities in America, and it carries a natural asset base that most coastal communities would spend decades trying to manufacture.

The beach, the marshlands, the marinas, and the Wild Dunes Resort do not need to be invented.

They need to be framed, unified, and amplified.

The opportunity here is not to create interest in Isle of Palms.

It already exists. The opportunity is to give that interest a clear identity, a consistent voice, and a brand that converts casual visitors into loyal ones and fills the shoulder season just as reliably as peak summer.

# \$75K

**ACCOMMODATIONS TAX FUND  
AVAILABLE ANNUALLY FOR  
TOURISM PROMOTION**

# 18 MILES

**AWAY FROM DOWNTOWN**

# 1.6K

**OF WORLD-CLASS RESORT  
AMENITIES AT WILD DUNES ALONE**

# METHODOLOGY

## HOW WE'LL DO OUR HOMEWORK

Effective branding must be rooted in insight, not assumption. Our research phase will help identify the City's unique competitive position, understand the value from key audiences and surface the authentic stories that will form the foundation of the brand.

### IDENTIFYING KEY ELEMENTS OF THE ISLE OF PALMS

We'll conduct in-depth discovery sessions with City Council and key staff to document what makes Isle of Palms distinctive: its history, its natural character, its family-first culture, and the experience it provides. We will also conduct interviews with local business owners, resort operators, and long-term residents to capture the full texture of island life.

### COMPETITIVE & TAGLINE ANALYSIS

We'll analyze the brand positioning of comparable South Carolina coastal destinations, including Folly Beach, Sullivan's Island, Hilton Head Island, and Kiawah Island, to identify white space where Isle of Palms can differentiate. We will evaluate existing taglines, slogans, and visual identities used in the region and develop a framework for messaging that is ownable, memorable, and family-relevant.

### AUDIENCE RESEARCH

Drawing on our access to first-party audience data through The Post and Courier statewide network, as well as secondary tourism and travel data, we will build profiles of Isle of Palms' primary audiences: day-trippers from the greater Charleston area, seasonal renters, Wild Dunes resort guests, and potential new visitors from regional drive markets. Understanding what each audience values will shape how the brand speaks to each segment.

### SUCCESS METRICS

We will define clear, measurable benchmarks for brand success.

### CITY COUNCIL WORKSHOP

We'll facilitate a minimum of one formal workshop with Isle of Palms City Council during the research phase. This session will be structured to surface Council's vision for the City's future, gather input on brand attributes and priorities, and build alignment before creative development begins. Additional stakeholder sessions can be incorporated based on City needs.

**CREATE**

**USING THE STRATEGY AS OUR GUIDE, WE BUILD.**

# CREATE

## STRATEGY BECOMES SOMETHING WE SEE

With research in hand and your vision clearly defined, our creative team gets to work.

We develop multiple brand concepts for Isle of Palms, each with its own logo, color palette, typography, and visual language, so City Council has real choices, not a rubber stamp.

Every concept is rooted in what we learned in the Listen and Research phases, meaning nothing is arbitrary and everything can be defended.

We present, we collaborate, we revise.  
The goal isn't to hand you something pretty. It's to hand you something true.

**DEVELOP**

**THIS IS WHERE THE VISUAL STORY IS BUILT OUT.**

# DEVELOP

## A BRAND ISN'T FINISHED UNTIL IT WORKS EVERYWHERE

Once the creative direction is chosen, we build it out completely.

Every template, every asset, every application, letterhead, signage, social media, presentations, email signatures, website layouts, official documents, gets designed and delivered in fully editable files your team can use from day one.

We write the brand standards guide that tells every City department, every vendor, and every future hire exactly how to represent Isle of Palms correctly. No more inconsistency.

No more guesswork.

Just a brand system that holds together across every touchpoint, every season, every year.

# DELIVERABLES

**KING & COLUMBUS WILL PROVIDE ALL MATERIALS AND ALL WORK WILL BECOME THE SOLE PROPERTY OF THE CITY OF ISLE OF PALMS UPON FINAL PAYMENT.**

## **EXECUTIVE SUMMARY REPORT**

A comprehensive findings report documenting research insights, competitive landscape analysis, audience profiles, brand positioning rationale, and success metric framework..

## **COMPLETE VISUAL IDENTITY SYSTEM**

Primary logo and official City seal design (multiple approved variations)  
Color palette with Pantone, CMYK, RGB, and hex specifications  
Typography system with licensed font recommendations  
Iconography and graphic elements library  
Photography art direction guidelines

## **EDITABLE TEMPLATES FOR COMMON APPLICATIONS**

Signage  
Brochures and visitor guides  
Powerpoint and presentation templates  
Social media profile and post templates  
Report covers and document headers  
Letterhead and stationery  
Business cards  
Email signature templates

## **BRAND STANDARDS GUIDE**

A comprehensive brand standards manual that clearly defines correct and incorrect usage of all brand elements across all media and contexts. This guide will be written in plain language for use by staff across all City departments, not just marketing professionals.

# **DELIVER**

**WE ENSURE EVERY ELEMENT IS DOCUMENTED, ACCESSIBLE AND  
READY.**

# DELIVER

## THE BRAND LAUNCHES, THE WORK DOESN'T STOP.

Delivery isn't the finish line, it's the starting gun.

We build a phased launch plan that introduces the new Isle of Palms brand first to City staff, then to the community, then to the world.

We coordinate with the Charleston Area CVB and leverage our relationship with The Post and Courier to earn the kind of media attention a rebrand of this significance deserves.

We provide a 90-day digital activation plan, guidance for a community launch event, and a three-year stewardship roadmap so the brand stays strong long after the ribbon is cut.

Everything we hand you is yours, every file, every template, every guideline, ready to carry Isle of Palms forward.

# BRAND IMPLEMENTATION & ENGAGEMENT

**A BRAND LAUNCH IS ONLY AS SUCCESSFUL AS THE PLAN BEHIND IT. K&C WILL PROVIDE THE CITY WITH A FULLY DEVELOPED ROLLOUT AND LONG-TERM STEWARDSHIP PLAN.**

## BRAND LAUNCH PLANNING

We will develop a phased launch plan beginning with an internal rollout for City staff and Council, followed by a community rollout for residents, and then a public-facing media launch targeting visitors and the broader Charleston region. Launch activities may include:

- A community unveiling event at a signature IOP location
- A press briefing in coordination with the Charleston Area CVB and The Post and Courier
- A social media launch campaign with targeted digital advertising
- Welcome packet and collateral distribution through key touch points including Wild Dunes, island retailers, and City offices

## DIGITAL CAMPAIGN FRAMEWORK

Following launch, we will provide a 90-day digital activation plan that includes paid social media advertising, targeted display campaigns reaching regional family travel audiences, and email marketing to established subscriber lists. Our team can also manage ongoing digital execution if the City wishes to extend the engagement beyond the scope of this RFP.

## THREE YEAR STEWARDSHIP PLAN

Sustainable brands require sustained attention. We will deliver a three-year roadmap that outlines:

- Year 1: Launch phase priorities, staff training, and brand consistency audits
- Year 2: Brand reinforcement campaigns, seasonal marketing calendar, and mid-cycle brand health assessment
- Year 3: Long-term evaluation, potential brand refinement, and recommendations for ongoing investment

## STAFF TRAINING & ONBOARDING

We will provide a brand training session for City staff to ensure everyone who communicates on behalf of the City understands how to use the new brand correctly. Training materials will be provided in formats suitable for onboarding future staff members.

**BUDGET**

# INVESTMENT: A BRAND SYSTEM

EVERY DOLLAR OF THE BUDGET IS ACCOUNTED FOR BELOW.

NOTHING IS BUNDLED, NOTHING IS HIDDEN AND YOU KEEP A FEW DOLLARS.

Project Management & Client Communication	\$3,500
Discovery, Research & Competitive Analysis	\$5,000
Brand Strategy & Positioning	\$4,500
Logo & Seal Design (multiple concepts + revisions)	\$8,500
Color Palette, Typography & Iconography	\$3,500
Brand Standards Guide	\$5,000
Editable Templates (all formats)	\$6,500
Executive Summary Report	\$2,500
Implementation & Launch Plan	\$3,500
Staff Training & Brand Onboarding	\$1,500
Three-Year Stewardship Roadmap	\$1,500
<b>TOTAL</b>	<b>\$45,500</b>

# INVESTMENT: A BRAND SYSTEM

EVERY DOLLAR OF THE BUDGET IS ACCOUNTED FOR BELOW.

NOTHING IS BUNDLED, NOTHING IS HIDDEN AND YOU KEEP A FEW DOLLARS.



# **CASE STUDIES**

# MARKETING AGENCY

## KING & COLUMBUS

### BRAND IDENTITY DESIGN

#### THE CHALLENGE:

As King & Columbus grew from a boutique creative team into a full-service agency serving statewide and regional clients, our existing brand identity no longer reflected who we were — or where we were headed. We needed a rebrand that better communicated our ethos: a people-first agency that leads with strategy and creativity in equal measure.

#### OUR SOLUTION:

We began our own rebrand the same way we do for our clients — through introspection, collaboration, and research. The process revealed what truly set us apart: our balance of big-picture strategy with deeply human storytelling.

The new King & Columbus identity centers on clarity and confidence. We introduced a refined visual system — bold typography, elevated minimalism, and a timeless palette — paired with a more intentional voice that communicates focus, empathy, and expertise. Every touchpoint was reimagined: logo, website, collateral, and internal tools.

Pure White  
#ffffff  
RGB: 255, 255, 255  
cmyk: 0, 0, 0, 0

#### Color Palette

The combination of deep blues establishes a professional tone, the gold adds warmth and approachability. This balance is ideal for a marketing agency that needs to present itself as both competent and friendly. The colors are versatile enough to be used across various media, from digital to print, maintaining consistency in the agency's branding. The palette can create both eye-catching and sophisticated designs that appeal to a wide audience.

Palmetto Breeze  
#edefef  
RGB: 237, 239, 239  
cmyk: 6, 3, 4, 0

Palmetto Blue  
#002b3b  
RGB: 0, 143, 59  
cmyk: 97, 72, 52, 56

King Blue  
#1b6188  
RGB: 27, 97, 136  
cmyk: 91, 59, 28, 8

Charleston Blue  
#96c2cf  
RGB: 150, 194, 207  
cmyk: 41, 11, 15, 0

Holy City Gold  
#dcb361  
RGB: 219, 179, 97  
cmyk: 15, 28, 73, 0

# King & Columbus

King & Columbus

King & Columbus

King & Columbus



80 px

40 px

20 px

# LAW FIRM

## McCULLOUGH KHAN

### BRAND IDENTITY DESIGN

#### THE CHALLENGE:

McCullough Khan Appel, a respected regional law firm known for its long-standing relationships and trusted counsel, had evolved far beyond the visual and verbal identity it had carried for years.. The challenge was to create a refined, cohesive brand system that honored the firm's legacy while positioning it for the next generation of leadership and growth.

#### OUR SOLUTION:

King & Columbus led a complete rebrand that balanced tradition with modernity. Through stakeholder interviews and competitive analysis, we uncovered what truly defined McCullough Khan Appel: clarity, integrity, and partnership. Those qualities informed a new brand identity designed to convey confidence and precision.

We introduced a timeless wordmark and elevated color palette, paired with a simplified visual system that reinforced professionalism without pretension. The rebrand extended to all firm touchpoints – website, stationery, photography, proposal templates, and digital communications.



# RESTAURANT

## SURFSIDE BREWS

### BRAND IDENTITY DESIGN

#### THE CHALLENGE:

Surfside Brews set out to be more than just a coffee shop — they wanted to create a brand that felt like a laid-back morning by the coast. Our goal was to build a warm, handcrafted identity that captured the spirit of surf culture and the soul of small-batch coffee.

#### OUR SOLUTION:

We crafted a cohesive brand identity that feels sunny, serene, and rooted in community:

- Hand-lettered Logo – Organic and approachable, reflecting the shop’s artisanal spirit
- Color Palette – Soft blues, sandy beiges, and sun-washed oranges inspired by the beach at golden hour
- Visual Elements – Nautical accents, surfboard-inspired textures, and natural patterns
- Brand Extensions – Custom packaging, signage, merch, and social templates brought the brand to life across every touchpoint

  
*Surfside Brews*  
EST. 2024



*SB*

*Surfside Brews*



# Menu

# Surfside Brews

## Drinks

- HOT COFFEE .....
- ICED LATTE .....
- CAPPUCCINO .....
- CHAI LATTE .....

## Food

- PLAIN BAGEL .....
- AVOCADO TOAST .....
- BAGEL W/ SPREAD .....
- MUFFIN .....

\$6  
\$6  
\$7  
\$9  
\$1

\$6  
\$7  
\$9  
\$7

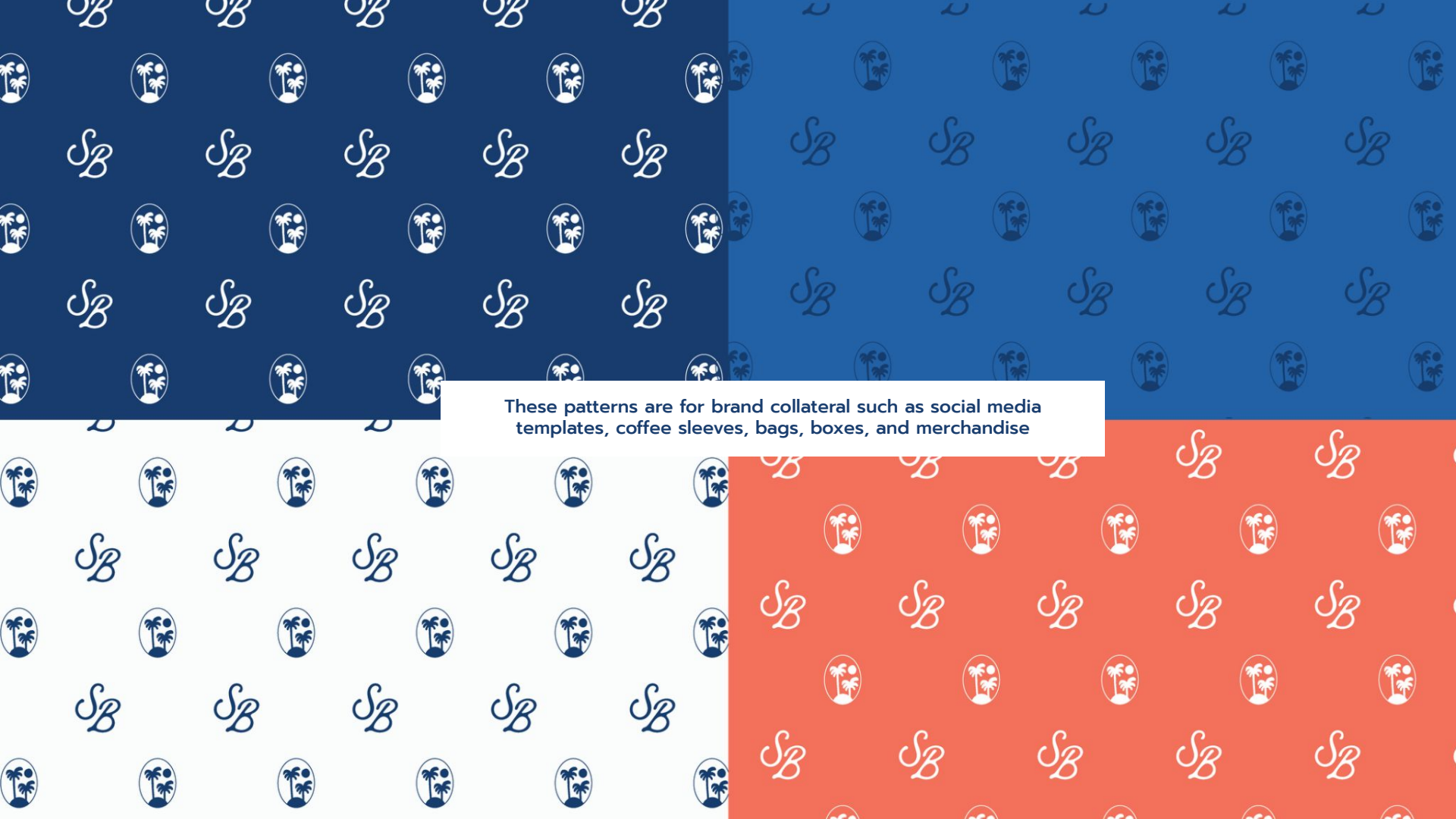


  
*Surfside Brews*  
EST. 2024

SB



*Surfside Brews*



These patterns are for brand collateral such as social media templates, coffee sleeves, bags, boxes, and merchandise



# FESTIVAL

# COLUMBIA FOOD & WINE FESTIVAL

## BRAND IDENTITY DESIGN

### THE CHALLENGE:

After announcing its transition to nonprofit status, the Columbia Food & Wine Festival needed a refreshed identity that reflected its expanded mission.

### OUR SOLUTION:

King & Columbus ushered in a new era for the festival with a complete rebrand – one that blended vibrancy, inclusivity, and local pride. We developed a bold visual identity and brand voice rooted in the community's homegrown spirit, setting the foundation for all creative and marketing efforts to come.

From there, our team launched an integrated brand ecosystem: a new interactive website, refreshed promotional materials and merchandise, cohesive on-site signage, and a unified social media strategy across paid and organic channels. This rebrand not only modernized the festival's image but also strengthened its reach, credibility, and long-term positioning as a signature culinary event for the Midlands.





**King & Columbus helped us launch new festival branding and website. They reshaped our social media to reflect the updated branding and established a consistent voice across all counts and were able to bring all of the individual marketing elements of the festival together under one cohesive visual and message.**

**Communication is key to the K&C process – they truly listen and take all of your thoughts and input into consideration.**

**They took a personal investment in the success of the project and their commitment to our needs and timeline have beyond exceeded expectations.**

**The K&C team has worked overtime to fit within our calendar leading up to the festival and I look forward to seeing where we grow from here.**



**Lindsay Conine**

**Festival Co-Director**

**Columbia Food & Wine Festival**



**COLUMBIA**  
food & wine *festival*

## INSIDER'S GUIDE

### REDESIGN

#### THE CHALLENGE:

The Experience Columbia SC Insider's Guide needed a full refresh to better reflect the modern energy and diversity of Columbia. While the guide had long served as a resource for visitors, its design, tone, and structure no longer captured the city's evolving creative spirit or its growing local pride. The publication needed to feel less like a brochure and more like a lifestyle magazine, one that locals, newcomers, and tourists alike would be proud to pick up.

#### OUR SOLUTION:

King & Columbus reimaged the Insider's Guide from the ground up, transforming it into a dynamic, story-driven publication that serves as both a travel guide and a love letter to Columbia.

Our team led a complete editorial and design rebrand — introducing a fresh visual system, contemporary typography, vibrant photography, and narrative-forward layouts that highlight the city's people, places, and experiences. We expanded the magazine's reach through cohesive digital extensions, including online advertising, e-newsletter integration, and social media content that mirrors the guide's new aesthetic.





**Experience Columbia SC is in its second year working with Evening Post Publishing... We appreciate the **local knowledge** the team members have about our area, as this creates an authenticity to the content within the guide.**

**They work collaboratively with our team to carry out the vision of our project, taking the heavy lifting from our plate.**

**Their expertise not only in publishing, but in event production, ensures that our [Insider's Guide] is produced professionally but also launched beautifully, at an event showcasing the new piece to our stakeholders and community partners.**



**Kelly Barbrey**  
VP of Marketing & Communications  
Experience Columbia SC





# CREATIVE CAPABILITIES

King &  
Columbus



# MEET SOME OF OUR 2024 LINE UP



CODY WEBB  
SEPTEMBER 6



OCTOBER 13



JAGER PLAY RIGHT FESTIVAL  
WINNER BEST LIVE GROUP  
SEPTEMBER 6



BILLY BOB THORNTON  
AND THE GRUDGES  
OCTOBER 18



THE WAR AND TREATY  
NOVEMBER 1



MIKE SUPER - ILLUSIONIST  
NOVEMBER 8



THE MUSIC IS LEAVING  
NOVEMBER 15



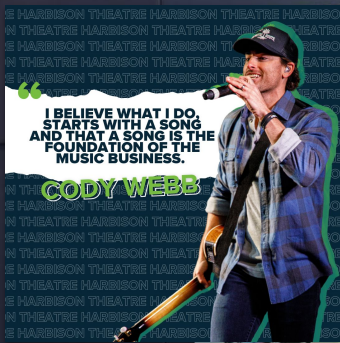
COLUMBIA CHILDREN'S THEATRE  
A CHRISTMAS CAROL  
OCTOBER 18



HARBISON  
THEATRE

WHICH  
SHOW WILL  
YOU  
EXPERIENCE?

at MIDLANDS FESTIVAL





Carolina  
Fine Jewelry



# REFERENCES

# CLIENT REFERENCES

## Olivia Hyatt

- Vice President of Strategy
- **Flock and Rally: Integrated Communications & Marketing**
- 980.254.8286
- [olivia@flockandrally.com](mailto:olivia@flockandrally.com)

## Kelly Barbrey

- Vice President for Marketing
- **Experience Columbia SC**
- 803-545-0018
- [kbarbrey@experiencecolumbiasc.com](mailto:kbarbrey@experiencecolumbiasc.com)

## Megan Carew

- Marketing Manager
- **Greater Beaufort-Port Royal CVB**
- 843-986-5400
- [megan@beaufortsc.org](mailto:megan@beaufortsc.org)

# CLIENT REFERENCES

*"At the Lourie Center, our goal is to empower adults over 50 to lead vibrant, independent lives through opportunities that foster physical fitness, social engagement, intellectual stimulation, and overall independence. When we sought to amplify our reach and deepen our impact within the community, we turned to King & Columbus and they stepped into our world with an understanding not just of our mission, but of the people we serve. Their team has worked to grasp the challenges faced by the aging population and with a blend of compassion and innovation, they crafted a marketing strategy that resonated with our audience. The results speak volumes, but beyond the numbers, it was the personal touch and collaborative spirit of King & Columbus that has made all the difference. They have not just been a service provider but a true partner in the Lourie Center and Senior Resource's quest to provide a meaningful community space for Columbia's seniors."*

**Becky Morrison**  
Director of Development  
**The Lourie Center**

*"These 4 commercials are absolutely amazing and stunning and direct reflection of what we are trying to do at Carolina Conditions. Thank you for your hard work and look forward to continuing this partnership!"*

**Kurtis Ruepke**  
Marketing Manager  
**Apex Tools**

*"King & Columbus helped us launch new festival branding and a website. They reshaped our social media to reflect the updated branding and established a consistent voice across all counts and were able to bring all of the individual marketing elements of the festival together under one cohesive visual and message. Communication is key to the K&C process - they truly listen and take all of your thoughts and input into consideration. They took a personal investment in the success of the project and their commitment to our needs and timeline have beyond exceeded expectations."*

**Lindsay Conine**  
Festival Co-Director  
**Columbia Food & Wine Festival**

# CLIENT REFERENCES

*"[We have] thoroughly enjoyed working with the Post & Courier, Free Times, and King & Columbus on our annual Restaurant Week campaigns over the past several years.*

*Their team puts a lot of thought and effort into each of our campaigns based on the region of the state and the demographics we are trying to target, and crafts each proposal accordingly knowing that certain marketing tactics may or may not be effective in certain areas of the state.*

*Since expanding our digital advertising efforts, we have noticed a huge increase in traffic to RestaurantWeekSC.com and our social media accounts, all of which highlight South Carolina's outstanding culinary scene and hospitality industry.."*

## **Lenza Jolley**

**VP of Membership & Development  
South Carolina Restaurant & Lodging  
Association**

*The biggest surprise in working with King & Columbus has been the amount of reach [they have] in South Carolina and the events they host for the community.*

*If you're looking for a great company that will assist you in your digital needs, King & Columbus is a great option for you. If you're hesitant to focus your marketing needs in their digital realm, King & Columbus will walk you through the ins and outs of their campaign strategies and how they compile their data. It can be a learning curve to understanding digital marketing, but they will be happy to go over your reporting and information each month to make it easy to digest so you know what is being done and the results of your campaigns.*

**Andrea Fuhrman**  
**Marketing Manager**  
**Hawthorne Pharmacy**

*"Our goal was to create an experience that centers on the [CFWF] festival while incorporating other local attractions and entities to build a 24-hour content-worthy experience that creators wanted to take part in... Internally, the festival created an outline of what this might look like.*

*Then, the K&C team took it to the next level – it transformed into a beautifully designed experience that enticed influencers to visit the region during Columbia Food and Wine Festival. [Their work] played a key role in not only elevating the festival, but also in enhancing the perception of Columbia as a destination.."*

**Ashley Elsey**  
**Communications & Media**  
**Columbia Food & Wine Festival**

# CLIENT REFERENCES | MEET OUR CLIENTS



## PEOPLE FIRST.

We believe that our strength lies in people – their ideas, passion, and determination drive our success and the success of our clients.