

Creative Powerhouse Implements Marketing Makeover

ROUND ROCK, TX— June 10, 2008

Local public relations, marketing and advertising firm, Peer Group Consulting, announced today their name change, new branding, and web site revamp. The award-winning firm will now be called PGC, which is more reflective of their status as a creative powerhouse in the Central Texas market.

“This natural progression is part of a five year strategic plan that also entails expanding our staff of experts and access to technology, a web site re-design and overall marketing makeover,” says Sha Embree, Founder and Principal. “Plus, our clients have been calling us PGC for years.”



Founded in 2005, PGC is recognized for receiving three prestigious Hermes Creative Awards and has become well known for their work promoting Z’Tejas Southwestern Grill, especially Operation Turkey Day, which fed over 500 Fort Hood troops Thanksgiving dinner. Another unique aspect of PGC is their ability to create affordable ADA compliant websites with video sign language translations, as well as their innovative and highly effective advertising campaigns.

“As the firm’s first employee, I have seen unbelievable growth,” says Carole Duran, PGC Executive Assistant. “It is exciting to be a part of an agency that, in only three short years, is already transitioning to next-generation ideas and policies that will benefit our company and our clients.”

PGC currently has 10 employees, four of whom have been hired just in the last six months. Each employee has years of experience representing a specific niche within the company such as media buying, accounting, public relations, graphic design and copy writing. Plans will soon be underway to relocate to a larger office with an Austin zip code in order to accommodate the mounting project list and new clients. The City of Big Springs, Baker Aicklen and the Tilted Kilt have just signed contracts for services ranging from national commercials and billboards, to public relations campaigns and web site development.