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## **RedRover’s “Bad to the Bone” Open Doghouse was Doggone Good to the Hilt**

Memphis, Tenn., Nov. 2, 2010 – More than 100 clients, supporters and four-legged friends turned out Friday, October 29<sup>th</sup> for RedRover Company’s “Bad to the Bone” Open Doghouse. The event celebrated the company’s move to its new downtown location at the corner of South Front and Huling streets, as well as its continued expansion.

RedRover, which is the agency of record for The Memphis and Shelby County Humane Society, champions a dog-friendly environment, complete with water bowls, doggy beds and an outdoor patio. The event’s invitation encouraged attendees to bring canine friends in costume. An English Bulldog in a tutu, a Weimaraner puppy in a shark outfit, and a Shitzu in a bee costume paraded among the legs of happy partygoers who dined on fare grilled on site by Bardog Tavern. The signature drink was the Rover-tini, an agency trade secret. The cool and edgy duo, Deering and Down, provided live music.

RedRover Company graduated June 18<sup>th</sup> from EmergeMemphis, an incubator for high-growth start-ups at G.E. Patterson and Tennessee streets, when it moved a couple blocks away into its own space. Since then, the company has added Jack Morris Auto Glass, Hardy Reed Independent Investment Advisors, Folk’s Folly and Smith & Nephew to its client roster, which already included The MED Foundation, Memphis Business Group on Health, Brandon Financial Planning, Parasol Awnings, Memphis Chemical, and the Regional Medical Center at Memphis.

“We’ve experienced 400% growth over the past three years,” said managing partner, Lori Turner.

“One reason we’ve been able to grow at this phenomenal rate is that RedRover is the only Memphis agency to integrate sales training and coaching with marketing and advertising. While companies may cut advertising dollars temporarily when times are tough, they absolutely have to get productivity out of the sales force to survive. We’ve been successful in providing fractional sales



management to businesses that don't have a full-time sales manager, as well as teaching those in professional service roles how to more successfully sell those services."

Another unusual aspect of RedRover is its emphasis on guerrilla marketing strategies that use highly targeted, non-traditional tactics to reach prospective customers.

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