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**Walker Brands partners with
four established Tampa Bay area companies on strategic branding efforts**

Lennar, Eshenbaugh Land Company, The Radiant Group, Wright's Gourmet House

TAMPA, Fla. (June 25, 2014)– Walker Brands, a Tampa-based destination and corporate branding firm, has been engaged to provide brand strategy and consulting services with four high-profile, long-standing Tampa Bay area companies:

- Celebrating this year its 60th anniversary of building homes nationally, **Lennar** retained Walker to assist its Tampa Division with its 2014 new home advertising. For the second quarter, Walker developed an urgency-driven campaign concept around the popular social media acronym “FOMO” and continues to support Lennar with ongoing strategic branding efforts.
- One of Florida's most respected, successful land-focused real estate brokerage firms in business for more than two decades, **Eshenbaugh Land Company** has retained Walker for branding consultation.
- Founded in 1931, Tampa-based **The Radiant Group** is a family business that owns, operates and supplies convenience stores featuring Marathon, Shell, BP and Mobil branded gasoline as well as Subway and Dunkin Donuts. The Radiant Group turned to Walker Brands to develop the company's brand strategy through design of distinctive environmental graphics that directly reflect its family-owned multi-generational heritage, local community involvement and philanthropic efforts for its newest convenience stores. In April, Radiant celebrated the grand opening of its newest location in Temple Terrace featuring the new graphics with their next store location in Wesley Chapel, slated to open in July.
- Tampa's premier café deli and catering company since 1963, **Wright's Gourmet House**, hired Walker to capture its brand essence with a series of eye-catching vehicle graphics to wrap its fleet of delivery vans. The graphics feature bold photographs of several mouth-watering signature Wright's dessert and deli items.

“It's our privilege to help these clients develop and tell their unique stories and, ultimately, build their brand,” says Nancy Walker, president, Walker Brands. “Each of these clients has worked with Walker before, or is familiar with our work through mutual professional contacts. Their trust in our creativity reinforces our firm's reputation as branding experts, and affirms the relationships we've built while working with clients in the Tampa Bay area for more than 22 years.”



“Lennar, Eshenbaugh Land Company, The Radiant Group, and Wright’s Gourmet House are all well known and well respected companies in the Tampa Bay area,” Walker adds. “We’re so pleased they have entrusted us with their brands and we look forward to helping them connect people to their places of business.”

About Walker Brands

Walker Brands is an award-winning branding firm that helps clients bring their brands to life across all touch points, including their physical and online environments. Walker “connects people to places” by creating distinctive strategies that inspire memorable brand experiences to attract more customers, build loyalty and drive revenue. For more information, please visit www.walkerbrands.com.

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