



LAUGHLIN CONSTABLE
FULL CIRCLE BRANDING™

CHI / MKE / NYC

FOR IMMEDIATE RELEASE
July 6, 2012

FOR MORE INFORMATION
Steve Laughlin, 414-270-7111
Evan Zeppos, 414-276-6237 /
414-491-6610

LAUGHLIN CONSTABLE ACQUIRES ZEPPOS & ASSOCIATES

Acquisition of Top Independent PR Firm Significantly Expands LC's PR Offerings

MILWAUKEE, WIS – [Laughlin Constable](#), a full-service branding and digital advertising firm with offices in Chicago, New York and Milwaukee, today announced that it has acquired the Milwaukee-based public relations and government affairs firm of [Zeppos & Associates](#). The acquisition nearly doubles LC's Milwaukee public relations staff and adds significant expertise in crisis communications, media relations, public affairs and government relations.

“We already have a very talented and strong public relations team in place, and the acquisition of Zeppos & Associates significantly expands our ability to serve clients in more and different ways,” said Steve Laughlin, CEO of Laughlin Constable. “The team at Zeppos & Associates has earned a national reputation for excellence in successfully completing major public relations assignments throughout the nation, and their expertise will add considerable strength to LC's already solid group of public relations professionals.”

- more -

“Joining Laughlin Constable and its impressive team of talented and creative integrated communications professionals is the right opportunity at the right time,” said Evan Zeppos, the sole owner of the firm he started nearly 18 years ago. “The dramatic changes in technology and the manner in which businesses, organizations and others communicate with their key audiences have revolutionized the public relations, advertising and marketing world. Integrating the expertise of Zeppos & Associates with the high-level of skill at Laughlin Constable will allow us to provide more value to our clients.”

Zeppos & Associates was founded in 1994 and has consistently been ranked as one of the top independent public relations firms in the country. Its clients range from MillerCoors and Veolia to the National Electrical Manufacturers Association and Briggs & Stratton. Zeppos & Associates last month won a national [Silver Anvil Award](#), the highest recognition from the Public Relations Society of America, for its public affairs work. Four members of the Zeppos & Associates staff also hold the [Accredited in Public Relations](#) (APR) distinction, and the firm is consistently called upon to assist on challenging public relations assignments throughout the country.

This acquisition brings Laughlin Constable to over 225 employees from 150 just one year ago, growth that’s been fueled by clients seeking consistent messaging across traditional, mobile and new media platforms for their brands. LC’s Full Circle Branding™ approach combines creative solutions, consumer insights and technical skills to integrate marketing communications. The firm was founded in 1976 and is independently owned.

-more-

“Bringing our expertise into such a highly regarded integrated communications firm will provide significant benefit to our clients,” added Zeppos. “The reputation of and track record at Laughlin Constable are nationally recognized, and our team is excited about the future.”

“The addition of the Zeppos team will further help our business create ideas that create business for our clients,” said Laughlin.

Earlier this year, the firm also acquired the Milwaukee-based interactive marketing agency Full House. Laughlin Constable was named No. 26 in [Ad Age’s Best Places to Work](#) list, which gives recognition to agencies that provide employees with flexible work opportunities in order to maintain a healthy work life balance.

- 30 -