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Stevi B's hires new marketing firm

• 03 Nov 2009

Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, announced the addition of Stevi B's Pizza to its food and beverage concentration. Founded in 1996 in Atlanta, Stevi B's is a national premium pizza buffet franchise.

"We're thrilled to work with Trevelino/Keller Communications Group," said Matthew Loney, president, Stevi B's. "Trevelino/Keller's preparation during the agency search process and obvious expertise in the food and beverage and franchise industries was impressive. We needed an agency that could truly elevate us to the next level in our industry and hit the ground running – which is exactly what they did during our first ever Free 100 Pizza Giveaway in early October. We look forward to many successful efforts with them in 2010."

Trevelino/Keller will focus on traditional local and trade media placement, grand opening support, franchise sales, conference and tradeshow strategies, speaker's bureau efforts and social media support for Stevi B's corporate and more than 30 franchised locations.

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