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## PRINCE SPORTS CHOOSES SCHAFER/CONDON/CARTER



Tennis equipment maker Prince Sports Inc. has named Schafer/Condon/Carter (SCC) as its new consumer branding agency. According to an agency press release, SCC will be responsible for adding creative and strategic value to all consumer and trade marketing efforts on behalf of the Prince Tennis brand. It will include planning and insights, advertising, digital, retail marketing and dealer communications. Initial work will focus on creating consumer connection to Prince's EXO3 racquet technology and entire performance racquet line. Schafer Condon Carter is one of Chicago's top independent mid-size advertising agency and is one of the fastest growing shops in the U.S. It has more than 60 employees.

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