
KOLAR ACQUIRED AND RE-BRANDED PROOF ADVERTISING



Kolar Advertising & Marketing, a mid-size national ad agency, has been acquired by its general manager and former McCann Worldgroup senior executive, Bryan Christian. The agency has subsequently been renamed Proof Advertising. According to a press release, Proof Advertising will also merge with SJ&J Advertising, an Austin-based boutique. The agency formerly known as Kolar was founded in 1989 by Rhonda and Mike Kolar. Today it has 70 employees and has annual capitalized billings of \$60 million. It is the agency of record for such companies as 3M, Subway Restaurants, and Baylor University. Christian, who joined Kolar in 2002, said his plan for the agency is to bring "even bolder and fresher, strategic and creative thinking." "Rebranding as Proof Advertising and adding the resources of SJ&J Advertising are important first steps in that direction," Christian said.

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