

ANDERSON ADVERTISING HIRED BY PHOENIX COYOTES



The Anderson Advertising Agency, which is based in Scottsdale, Arizona, has recently been hired by the Phoenix Coyotes. The advertising agency will now serve as the primary advertising agency for the hockey team. Prior to hiring Anderson Advertising, Fallon was the advertising firm for the Coyotes. That advertising agency, however, was located in the state of Minneapolis and caused some controversy for the community, as many people could not understand why the team would not choose a local advertising agency. Officials for the team and the Anderson Advertising agency confirmed the news with one another. The firm currently has a number of other clients, which includes the Mayo Clinic, the Federal Credit Union, the Arizona Mills Mall and Harkins Theatres. The creative director at Anderson, Jason Gonzalez, is excited about the opportunity to work with the Phoenix Coyotes. He has said, "Coming off the deepest playoff run in franchise history, the Coyotes seem poised for even greater success and we're glad to be a small part of this momentum." He also said, "We're looking forward to breathing a new sense of creativity into the Coyotes brand that showcases just what a unique, energized organization it really is." The hockey team was considering a number of other firms that are located in the local Arizona area before they made the final decision to go with the Anderson Advertising Agency. The Coyotes are considered a fairly good hockey team, even having made the Western Conference finals in the most recent hockey season. The ownership of the team, however, is still undecided and if a new deal does not come about by October, the NHL could end up having to cancel games once the hockey season begins. Ever since 2009, the National Hockey League has been the owner of the Coyotes but Greg Jamison currently wants to buy out the hockey franchise. He says that he does have enough money to purchase the franchise but there is a whole lot of doubt surrounding the arena deal. The president of the Coyotes, Mike Nealy, believes that Jamison will soon purchase the franchise. In the meantime, executives for the team are excited about working on an advertising campaign with the Anderson Advertising Agency, stating that new advertisements may be displayed at some point within the next month. The marketing director for the Phoenix Coyotes, Ted Santiago, says that the team is excited about its new partnership. Santiago said, "We feel we have found a true partnership with Anderson. Together we are preparing a new campaign which we feel will work to get the market excited about Coyotes hockey."