

Outside the Box is adding advertising to list of services



MARKETING & MEDIA

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Have a crazy (but seemingly impossible) idea to market your company? Impossible is a 'fightin' word for Wendy Walsh, founder and CEO of Outside the Box (OTB), a local full-service event planning and public relations firm. Walsh and her team intentionally chose the slogan "When Pigs Fly" for her firm's new advertising-service launch with the intention of driving home the point that with enough creativity, energy and expertise, anything is possible.

This past week, Outside the Box really did make pigs fly as the OTB team, clad in their signature lime green and purple attire, took a winged 20-pound piglet ("the Notorious P.I.G.") around to local media outlets and clients spreading smiles and the good news that advertising has now been added to the list of creative services the firm offers.

"It's always been a dream of ours to include advertising," says Walsh, who founded the firm in 2002. "It's a natural fit for us, and our clients were asking for it."

Walsh's original strategic plan included the vision of a company that could design and execute unique events, strategic public relations campaigns, and innovative advertising campaigns. Outside the Box's success and evolution clearly illustrated that the time had come to add the advertising component, she adds.

United Apartment Group, a two-year client of OTB, recently expanded their relationship with Walsh's firm by taking advantage of the advertising services for over 65 properties the Dallas-based firm oversees in four states. Tim Settles, CEO of United Apartment Group, has high praise for OTB.

"The creativity and high energy exhibited by the Outside the Box team is staggering. They are the most creative people I have worked with," he says.

After leaving the San Antonio Spurs marketing team in 2002, Walsh created Outside the Box and has consistently "made pigs fly" for her clients since then. OTB's revenue has tripled over the last three years and Walsh credits her success to building a great team that is always enthusiastically thinking "Outside the Box."