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Outside the Box is Making Pigs Fly!

- The firm announces the addition of advertising services to help keep their clients thinking Outside the Box -

San Antonio, TX – (Oct. 30, 2007) – Making pigs fly is no longer just a saying, Outside the Box is making it a reality. Outside the Box has added advertising as one of the creative services they offer their clients in addition to full service event production and public relations. The YMCA of Greater San Antonio and United Apartment Group are among the first to hire Outside the Box to “make pigs fly” for them in the advertising sector.

After years of employing in-house public relations and advertising coordinators, the YMCA of Greater San Antonio decided to seek an outside firm to help them keep up with their growing market. “It was time for us to ‘think Outside the Box’,” said Baron Herdelin-Doherty, YMCA President. “Our needs were becoming too great for just one or two people in the office to handle all of our Public Relations, Event Planning and Advertising. Outside the Box goes above and beyond and has proven to be a partner we can count on.”

United Apartment Group, an apartment management company based out of Dallas, Texas, recently expanded their relationship with Outside the Box to include advertising services for over 65 properties in four states. Outside the Box has handled all event and public relations services for UAG for the past two years. Tim Settles, CEO of United Apartment Group, says, “The creativity and high energy exhibited by the Outside the Box team is staggering. Not only are they the most creative people I have worked with but their commitment to excellence has helped propel United Apartment Group to the next level.”

In addition to creating advertising campaigns, Outside the Box specializes in full service event planning and public relations. Other clients include the Carmen Electra MasterCard distributed by Payment Data Systems, the San Antonio Spurs, Wayne Wright Lawyers, the Taste of the Northside official Fiesta event, the San Antonio Opera, Advanced Medical Imaging, AT&T, M2 Technologies, Franklin Development, Mercedes-Benz of Boerne, Texas State University and Spectrum Clubs of San Antonio.

Outside the Box is owned and operated by San Antonio woman, Wendy Welsh. Welsh started Outside the Box in 2002 and has been “making pigs fly” for her clients ever since. Welsh’s vision was to create a company that could design and execute unique events, strategic public relations campaigns, and innovative advertising campaigns. “Being able to create excitement and positive energy for a living is a dream come true for me,” said Welsh. Welsh has more than tripled her revenue in her last three years of operation and credits her success to building a great team that is always enthusiastically thinking Outside the Box!

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