



FOR IMMEDIATE RELEASE
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Two Charlotte-Based Marketing Agencies Join Forces

Charlotte, NC: – BlueCap Marketing, a Charlotte-based branding, sponsorship, and activation firm has merged with Arthur Elliott Marketing Group (AEMG), a strategic marketing agency, also Charlotte-based with offices in AZ, GA, and NM. The combined firm will retain the Arthur Elliott name and brings together unparalleled expertise in providing marketing services including advertising, digital services, creative, retail promotion, sponsorship strategy & negotiation and event management.

Partners in the new agency include Andy Pfeiffer, De Cordell and Dockery Clark.

Prior to creating BlueCap with Cordell in 2014, Clark held senior level marketing roles at Bank of America and MillerCoors over a period of almost 20 years. She has also been involved with brands and events such as the Olympics, the 2012 Democratic National Convention, Professional Bull Riders, all national sports leagues and most teams. Cordell spent 10 years in professional baseball with the Cardinals & Orioles, 12 years in the college space with Raycom Sports and the ACC and a short stint in NASCAR. He brings years of experience at team and rights holder levels in both collegiate and professional sports with a heavy media bent.

“We are excited about the prospects of working with Andy and his team as the group brings an unparalleled amount of energy and intellect,” Cordell said, “The transition thus far has been seamless and we are excited about offering a broader suite of services to both current and new clients.”

AEMG was founded in 2007 by Pfeiffer, who began his career working in the marketing department of Coca Cola Consolidated. He then spent several years with two successful agencies, where he learned the power of customer interaction and the value of client relationships.

AEMG specializes in franchise and regional model marketing, working with national brands to implement successful local marketing strategies. The core of AEMG’s business is the comprehension of two different agendas: the direction of a national brand, and the desires of a local business to increase sales. The organization thrives in creating scalable and measurable digital and database processes that allow them to manage multiple markets.

“We’ve been successful because our team has a firm understanding of our client’s business model and the technology available to innovate and create. We know things are working when we start changing the way our client reaches their customer,” claims Pfeiffer.

A hallmark of the new agency is to provide solution-oriented, strategic consulting services based on individual clients’ needs through specific channel programs. The client roster includes NAPA Auto Parts, Grant Thornton, The V Foundation, National Gypsum, Delta V, TriYon Performance, Aurora Management Partners, Visit Myrtle Beach and the Charlotte Tennis Association.

The three partners have experience in every aspect of the marketing continuum including corporate, media, agency and property, enabling them to bring holistic, efficient solutions to any client challenge.

The announcement of the merger is aligned with the opening of the new corporate headquarters office located at [800 West Hill Street, Suite 207 in Charlotte, NC.](#)

For more information about Arthur Elliott Marketing Group, visit <http://www.arthurelliott.com/> or for Media inquiries please contact Chelsea Oglevie at Chelsea@arthurelliott.com