



## LAUGHLIN CONSTABLE

### **Laughlin Constable Named Creative Agency of Record for Yuengling**

*Independent agency aims to broaden audience and raise profile for America's Oldest Brewery*

**MILWAUKEE, Mar. 7, 2018**—Laughlin Constable announced today its partnership with D.G. Yuengling & Son, Inc., serving as the brewery's new agency of record for creative work after a competitive search and review process. Laughlin Constable will support all of Yuengling's products, and will particularly seek to increase sales for the flagship beer, Yuengling Traditional Lager.

"As we continue to execute our growth plans, we're looking to expand the consumer base for our Yuengling Traditional Lager and use our unique independent spirit to connect with a broader audience," said Tyler Simpson, Director of Marketing for Yuengling. "Partnering with Laughlin Constable makes sense as they share our entrepreneurial DNA and have a successful track record of taking brands to the next level and appealing to younger generations."

Laughlin Constable will develop a multi-year creative platform and campaigns that will include video, audio, out-of-home, print, social media, on-premise and retail. The first creative campaign will debut later this spring.

"Yuengling is the country's largest craft beer, and a truly unique brand built on character and perseverance," says Mat Lignel, CEO and president of Laughlin Constable. "In partnering with such an iconic brand, we are excited to help solidify its status and have ambitious plans that we will execute in the next few months."

#### **About Laughlin Constable**

Laughlin Constable is a 4A's Top 25, integrated, proudly Midwestern advertising agency, independent since 1976. With offices in Chicago and Milwaukee, Laughlin Constable leverages creativity and technology to take brands From Now to Next®. Its annual billings are in excess of \$280 million. The agency's clients include: Wisconsin Department of Tourism, Bon-Ton Stores, Sears Auto Centers, Lung Cancer Alliance, Medela, Northwestern Medicine, Acuity, Manpower Group, Master Lock, Paris Presents and Transamerica. For more information, please visit [Laughlin.com](http://Laughlin.com), [www.Facebook.com/LaughlinConstable](http://www.Facebook.com/LaughlinConstable) or follow LC on Twitter @LaughlinAgency.

#### **About D.G. Yuengling & Son, Inc.**

Based in Pottsville, PA, D.G. Yuengling & Son, Inc., America's Oldest Brewery®, is family-owned and operated since 1829. Soon to arrive in 22 states, production is supported by two breweries in Pottsville, PA and one in Tampa, FL. Principal beer brands include Yuengling® Traditional Lager, Light Lager, Black & Tan, Premium, Light, Dark Brewed Porter, Lord Chesterfield Ale®, and Oktoberfest. Get news, updates and access media images here: <https://www.yuengling.com/news>.



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