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Basco Shower Enclosures Selects Sunrise Advertising As Agency of Record

July 27, 2009 – Cincinnati, OH – Sunrise Advertising is pleased to announce its partnership with Mason, Ohio-based Basco Shower Enclosures, a trusted leader and innovator in the shower enclosure industry.

Sunrise will plan and execute an integrated marketing, advertising and public relations plan for Basco in 2010. Sunrise has also been charged with developing the strategic positioning and creative direction for Basco's long term brand strategy.

Sunrise was chosen because of its strategic marketing and creative capabilities. Basco noted that Sunrise's demonstrated success of its integrated marketing process also would be essential to Basco's brand development.

"Marketing is vital to our business, and after speaking with Sunrise and meeting its experienced and passionate team, we knew that they were the right agency to help us elevate Basco's brand and marketing strategies," said Don Gamble, Basco's executive vice president of sales and marketing. "We look forward to a long, successful partnership."

Sunrise will offer full-service support to Basco across all of the agency's disciplines, including strategy, creative, media, public relations, digital and research.

"At Sunrise, our mission is to 'move' people to our clients' brands, and we're more than ready to do the same for Basco," said Brian McHale, president of Sunrise Advertising. "Everyone at our agency is excited to take on this challenge. We can't wait to get started."

About Sunrise Advertising

Cincinnati-based Sunrise Advertising is a full-service marketing agency. Founded in 2003, Sunrise is the agency of choice for recognizable brands in the food service, insurance, automotive, financial and entertainment industries.

Sunrise gains an intimate understanding of each client's brand and its customers' needs and then develops the emotional appeals and logical arguments needed to bridge the two – creating ideas that move people. Sunrise's capabilities include strategy, creative, media, public relations, digital and research. Visit us at www.sunriseadvertising.com.

About Basco Shower Enclosures

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco's approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has helped establish them as the known and trusted industry leader. They are consistently rated number one in quality and brand preference within the industry. To learn more, visit www.bascoshowerdoor.com.

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