

**From:** Karen Buckley Washington [kbwashington@gwinnettchamber.org]  
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**Subject:** GWINNETT/METRO ATL NEWS: Luckie & Company Expands in Gwinnett County, Metro Atlanta



## Luckie & Company Expands in Gwinnett County, Metro Atlanta

*Company more than doubles space, plans for future growth*

(GWINNETT- METRO ATLANTA) August 12, 2014 – Luckie & Company, a fully integrated advertising and marketing solutions agency, joined Gwinnett Chamber Economic Development and the Georgia Department of Economic Development to announce its expansion and new location in Gwinnett County, metro Atlanta, Georgia. The site positions Luckie & Company within the Greater Gwinnett Place Opportunity Zone, the County's incentive zone in the Gwinnett Place area.

With the move to 3100 Breckinridge Blvd., Luckie & Company will more than double its 3,600-square footage facility to 10,000-square-feet, to accommodate their expansion from seven to 50 employees.

"As a growing technology driven and enabled company, our success depends on having access to a highly skilled workforce," said John Gardner, president of Luckie & Company. "Not only have we found a highly skilled workforce in Gwinnett, we have felt welcomed here. We're excited to extend our presence in the community, as we continue to use innovations in data-driven marketing solutions to support our clients in achieving a higher return on investment."

Luckie & Company is a fully integrated advertising agency, representing such brands as Regions Bank, Piedmont Healthcare, AT&T, Little Debbie, Drake's, GlaxoSmithKline and Mercedes-Benz.

"We are grateful to Luckie for choosing to expand their company in Gwinnett," stated Gwinnett County Board of Commission Chairman Charlotte Nash. "Gwinnett continues to be an ideal location for companies seeking a well-educated, highly skilled workforce, in a dynamic, innovative community."

Luckie & Company is the second technology company in months to announce its location and expansion in the Greater Gwinnett Place Opportunity Zone.

The Opportunity Zone (OZ) program offers a job tax credit for new or existing businesses that create two or more jobs in designated areas. The Greater Gwinnett Place Zone extends north and southward along I-85 from Steve Reynolds Boulevard exit to the Old Norcross Road overpass and east to west along Pleasant Hill Road from Club Drive to Old Norcross.

"The Greater Gwinnett Place Opportunity Zone has proven to be a valuable resource for bringing and growing new business in the County," stated Joe Allen, Executive Director of the Gwinnett Place Community Improvement District.

"We are excited to witness Luckie & Company's success in our business community and are in support of their future progress."

"Gwinnett Economic Development is thrilled over the expansion of Luckie & Company," stated Kellie Brownlow, Director of Economic Development for Partnership Gwinnett and Gwinnett Chamber Economic Development. "The data analytics industry will undoubtedly continue to grow nationwide and we are delighted that Luckie & Company has chosen to grow right here in Gwinnett. This is a testament to the commitment Gwinnett has made to developing and fostering the tech talent that is attractive to companies like Luckie & Company."

Founded in 1953, Luckie & Company employs over 130 people serving both national and international clients. In 2011, Luckie acquired Atlanta-based Integrative Logic, an intelligence, digital and analytics company.

To learn more about Luckie & Company, please visit [www.luckie.com](http://www.luckie.com).

For more information, or to learn how to get involved in local economic development efforts, please visit [www.gwinnetteconomicdevelopment.com](http://www.gwinnetteconomicdevelopment.com).

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#### **About Luckie & Company**

Luckie & Company is a fully integrated advertising agency focusing on creating stronger relationships with customers in today's technology-driven global marketplace. Integrative Logic, a division of Luckie, was acquired in 2011 to bring expertise in data, consumer segmentation and digital marketing. Luckie is one of the top independent advertising agencies in the U.S. with a diverse client portfolio: Alabama Power Company, Char-Broil, Bayer Advanced, GlaxoSmithKline, Little Debbie Snacks, the Alabama Tourism Department, Regions Bank and Mercedes-Benz, to name just a few. What makes us different is our ability to tell a compelling brand story that moves product, people and markets. We use the science of data and the art of marketing to fuel the magic of storytelling across all media – traditional, digital, social, mobile, owned, paid and earned – with the power to increase sales, improve ROI and grow loyal fans. For more information, please visit [Luckie.com](http://Luckie.com).

#### **About Gwinnett Chamber Economic Development**

Gwinnett Chamber Economic Development globally markets Gwinnett as the premier location in metro Atlanta and the State of Georgia for growing and conducting business. By encouraging investment and trade into the county through relocation and expansion assistance, the organization works with local and regional partners to bring technology, health sciences and services, advanced manufacturing, supply chain management, and corporate headquarters to the community. Home to FORTUNE 500 and 1000 companies, Gwinnett County hosts a wide range of businesses from industry giants, to international companies and homegrown start-ups. Success lives here- [www.gwinnetteconomicdevelopment.com](http://www.gwinnetteconomicdevelopment.com).

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