

Irish Republic Selects HDE as Agency of Record for Brand and Franchise Launch.

Chandler, Arizona (November 2, 2011)—Irish Republic Public House, formerly Murphy’s Law, selects HDE Agency for marketing, public relations, social media and strategy with the launch of a bold new brand and franchise campaign. Over the next six months, HDE Agency will design and implement a national franchise strategy introducing the Irish Republic name, logo and slogan, “Pub Fare, Sexy Flair” to potential owner/operators.

HDE Agency’s team has already started developing creative campaigns and streamlining the Irish Republic brand in time for the official launch party on 11.11.11. In addition to the brand campaign, HDE Agency will professionally produce Irish Republic’s annual St. Patrick’s Day festival to be held on Saturday, March 17, 2012 in Historic Downtown Chandler.

Irish Republic owner, Roger Baldwin, is thrilled to be advancing his partnership with HDE Agency. Baldwin said, “I’m looking forward to the growth and expansion of Irish Republic Public House. HDE Agency has a proven reputation for launching successful restaurant marketing and public relations campaigns. ”

Under the leadership of creative director, Landon Evans, HDE Agency brings more than ten years of marketing, promotions and brand strategy experience to this project. The teams’ creative ability and commitment to excellence will help Irish Republic attract local and national attention as the premier destination for an authentic Irish Public House experience.

The Irish Republic launch party will kick off at 9 a.m. on 11.11.11 with a Veteran’s March through the streets of Historic Downtown Chandler honoring the men and women that have served our country. After that, patrons will enjoy Irish themed games, happy hour all day, live entertainment and giveaways. So, be sure to swing by on 11.11.11 and be a part of the movement. Irish Republic is located at 58 South San Marcos Place, Chandler, AZ 85225. For more information email info@irishrepublicaz.com or follow on Facebook at www.facebook.com/irishrepublicpublichouse.

###

About HDE Agency

As a full service agency dedicated to expanding client visibility and establishing marketable brand positioning, HDE Agency offers a wide range of brand development services including public relations, design, advertising, social media and community embeddedness. By establishing a strong foundation of action based campaigns, **HDE Agency** strives to transform our clients’ goals and objectives into tangible efforts measurable by an increase of customers, sales and community relationships. Visit HDE Agency online at www.hdeagency.com for a complete list of services and learn about our current projects, events and community engagements through the HDE Agency blog at www.hdeagency.com/blog. **HDE Agency can help you *expand your reach!***