



## Chuy's Engages Kelly Scott Madison and Hiebing to Partner as Marketing Agencies of Record

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*Austin-based Tex-Mex restaurant group hires firms to amplify its brand story across markets*

AUSTIN, Texas--(BUSINESS WIRE)--Aug. 9, 2018-- [Chuy's Holdings, Inc. \(NASDAQ: CHUY\)](#) —the Austin-based Tex-Mex restaurant concept known for its made-from-scratch dishes and fun-loving atmosphere—today announced that [Kelly Scott Madison \(KSM\)](#) and [Hiebing](#) have been selected as their partner agencies of record. Chuy's will work with KSM and Hiebing to further its brand awareness and affinity across markets through a strategic approach that combines a strong media presence with creative and compelling brand storytelling.

Founded in 1982, Chuy's has grown significantly in recent years, expanding from 12 to 97 restaurants since 2008. Being on the cusp of opening its 100<sup>th</sup> store, the company was seeking an agency of record to help elevate its brand, the pillars of which are fresh, scratch-made food, hospitality and affordable price points.

"As we have rapidly expanded our store base during the past decade, we have been embraced by our new communities, because people love our homemade food, value and commitment to the local neighborhood," says Ashley Ingle, Chuy's VP of Marketing. "As we continue to grow, it is imperative that we elevate our marketing initiatives. We are convinced that KSM and Hiebing are the right partners to help us share our story and build on our great reputation."

KSM and Hiebing will handle brand positioning, creative campaign development, paid media planning and management for all touchpoints including digital, radio, out-of-home, sponsorships and promotions, as well as national public relations and social media content development.

Beyond an understanding of Chuy's successful history and the company's longer-term goals, Chuy's selected KSM and Hiebing for their track record of success and creative portfolio of work with other regional and national brands. Chuy's also valued the fact both agencies have offices in the heart of its hometown, allowing them to fully grasp and appreciate the ways Austin has shaped and continues to inspire the restaurant brand still today.

### **About Chuy's**

Founded in 1982 in Austin, Texas, Chuy's serves authentic Tex-Mex food in an eclectic atmosphere full of color and personality. The menu offers family recipes from South Texas, New Mexico and Mexican border towns, all made to order from the freshest ingredients. Chuy's has the reputation as the most fun and friendly spot to eat real Tex-Mex at a great price. To learn more or find a Chuy's location near you, visit [www.chuys.com](http://www.chuys.com) or [www.Facebook.com/Chuys.Restaurants](https://www.facebook.com/Chuys.Restaurants).

### **About Kelly Scott Madison**

KSM is a leading media marketing agency that delivers results through original solutions. Our staff stays attuned to the latest industry trends, eager to provide clients with the next business-transforming insight. From experienced professionals to fresh minds, everyone at KSM shares the distinct desire to deliver innovative solutions that go beyond the expected. To find out how KSM helps solve the toughest brand challenges, visit [www.ksmedia.com](http://www.ksmedia.com), or connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

### **About Hiebing**

Named 2015 Small Agency of the Year—Midwest Region by *Advertising Age*, Hiebing is a full-service marketing communications agency with offices in Madison, Wisconsin, and Austin, Texas. In addition to its expertise in branding, content development, public relations, social media, digital marketing and media planning, Hiebing acquired Fountainhead Brand Consulting in 2015, which is a wholly owned subsidiary focused in the areas of brand strategy and consumer research. Hiebing's client roster includes well-loved and venerable brands like Culver's, Doctors Without Borders, Summit Credit Union, Grand Hyatt San Antonio, Christian Brothers Automotive, Organic Valley, Toppers Pizza, Fiskars, Schneider and now Chuy's. Learn more about how the agency inspires brand devotion at [www.hiebing.com](http://www.hiebing.com).

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