

InnoVision Marketing Group Selected as Agency of Record For Beloved Tennessee-Based Restaurant, Buddy's bar-b-q

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InnoVision Marketing Group, a San Diego-based full-service advertising agency, has been named agency of record for Buddy's bar-b-q, an East Tenn. bar-b-q favorite among tourists and locals alike. Through this new partnership, InnoVision Marketing Group will collaborate closely with

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We're thrilled to join forces with InnoVision, confident that their distinct insights & expertise in the fast-casual dining sector will bolster Buddy's bar-b-q, propelling us toward future expansion.”

Mark Lemoncelli, Co-Owner & CEO of the Buddy's Family of companies

Buddy's bar-b-q to develop a comprehensive marketing and communications strategy to assist in a rebranding campaign and its planned expansion throughout the southern U.S.

Buddy's bar-b-q brand has been Knoxville's go-to fast casual bar-b-q restaurant since 1972. They have a wide variety of bar-b-q menu options from slow-cooked pulled pork, chicken and beef to Smoky wings, Smoky dawgs, many delicious sides and regionally famous hush puppies and Hot Fudge Cake. With 19 locations in Tenn., Buddy's bar-b-q is ready to enter new market segments in the surrounding states and showcase its incredibly successful franchise model.

Buddy's customer base is generational. It's not uncommon to see four generations of one family dining at one table. The brand has been woven into the fabric of the East Tennessee dining scene by consistently offering a welcoming and relaxing atmosphere where guests can dine comfortably. With a focus on southern hospitality and quality ingredients, Buddy's offers a menu suited for the most discerning bar-b-q palate, as all the meats are hickory smoked daily at every location. To honor and support their mission of being a restaurant that better serves the community, they provide fresh, fast and delicious bar-b-q at tremendous value.

"We pride ourselves on being a third-generation family-owned restaurant that offers the comfort of dining in with the convenience of a drive-thru at all of our locations," stated Mark Lemoncelli, Co-Owner & CEO of the Buddy's Family of companies. "Our success for over fifty years has been based on having a tradition of fresh hickory smoked bar-b-q combined with fast, courteous and

friendly service and offering generous portions of food at a reasonable price. We're thrilled to join forces with InnoVision, confident that their distinct insights and deep expertise in the fast-casual dining sector will bolster Buddy's bar-b-q, fortifying our brand and propelling us toward future expansion."

InnoVision Marketing Group offers everything under the marketing umbrella, with all services performed in-house and tailors the pricing and scope of each client partnership based on what stage of growth the company is in. InnoVision represents brands in multiple categories, including airports, automotive, fast-casual dining, food & beverage, healthcare, QSR, soft drinks, retail, tribal government, economic development and nonprofits.□



Buddy's bar-b-q Clinton location.

The San Diego-based agency will collaborate closely with the Buddy's bar-b-q team to develop and execute a rebranding and comprehensive expansion strategy, including the oversight of all marketing services including branding, traditional advertising, digital media, public relations, social media and video production. Once the new brand and strategy are in place, the agency will launch a new creative campaign throughout the Knoxville-designated market area.

"It's such a tremendous honor to represent Buddy's bar-b-q; they're a heritage brand in Knoxville, and their roots are deep in the community," said Ric Militi, CEO & Executive Creative Director at InnoVision Marketing Group. "They represent tradition, family values and quality. And when it comes to southern bar-b-q, they are as authentic as it gets. It's amazing to see the nostalgic emotion they evoke in their guests, which is understandable when you consider the generational span they have endured, and the fact that in this age of high prices, they still offer a quality dining experience at an unbelievable value, all in the same place."

InnoVision's portfolio and expertise in franchising marketing positions it as the ideal strategic partner to elevate Buddy's bar-b-q's objective and expand its reach. InnoVision Marketing Group has recently started providing the opportunity for global franchising to offer its clients the tools to succeed in the franchising and fast-casual industry. The agency currently represents three other fast-casual brands: Huey Magoo's Chicken Tenders, Island Fin Poké Co. and Krak Boba.

For more information on Buddy's bar-b-q, please visit BuddysBarBQ.com/. To learn more about InnoVision Marketing Group, [please click here](#) or email PR@TeamInnoVision.com.

Bianca Kasawdish
InnoVision Marketing Group
+1 6193563020

[email us here](#)

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