



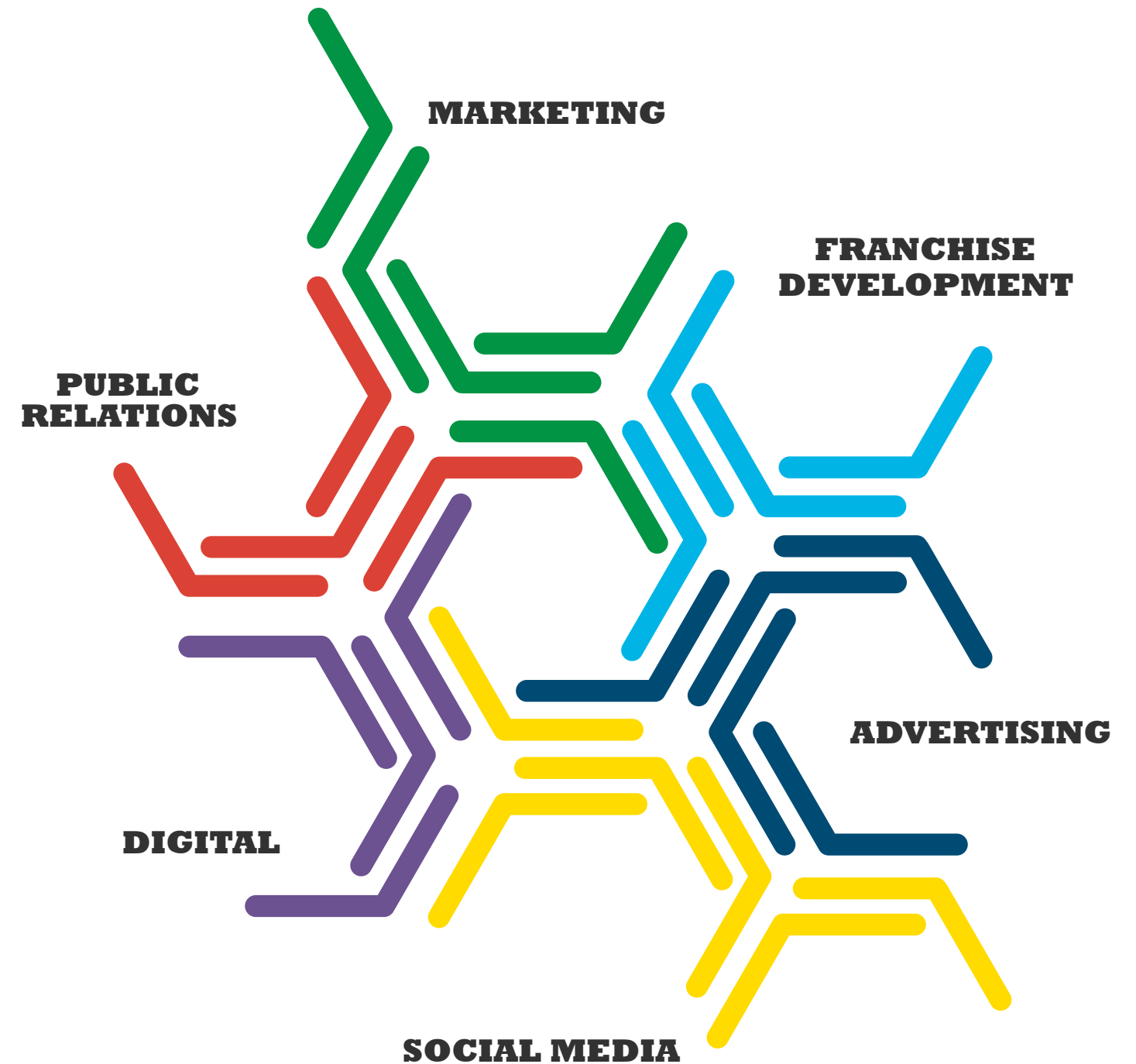
Welcome to your last agency.

# A full service agency

When No Limit Agency was created in March 2008, founder Nick Powills saw an opportunity within the agency world to deliver better relationships, strategy, service, and results while consistently accomplishing and exceeding our clients' expectations. Today, NLA has earned national recognition within the Inc. 5000 and The Agency Post's Agency 100 by maintaining a high level of professionalism in the eyes of our clients, the media, the industry and the public. Based in Chicago's historic Prudential Building, our team of 30 employees represents more than 50 brands.

We are focused on becoming the greatest mid-sized agency that ever existed. To become that, we know we will have to provide a superior experience to our clients. NLA offers all services in house, giving you the one-stop shop for all of your communications needs.

Rarely will you find a brand that has figured out the bridging of the silos. Typically, when a brand creates a communication strategy, it has a PR + Social + Advertising + Marketing component, yet infrequently do all four communications umbrellas work in a unified way. After we started developing campaigns that bridged the silos, all four components began creating more ROI opportunities - together. It's not brain surgery - it's just taking the fundamentals and making them work together.



OUR AGENCY

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# Our work

Everything we do at No Limit Agency is a build-up to getting great results on behalf of our clients. Even when there isn't so-called news stories to tell – we create them. Not in the “hey, I gave \$250 to charity, get me press” creation, but in the great human interest stories that reporters crave. When searching for human interest stories, the possibilities are endless, as brands are built from people.

## IN THE LAST YEAR

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5,000

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ARTICLES  
SECURED

6.3

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AVG. ARTICLES  
PER DAY

78.9

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AVG. ARTICLES  
PER CLIENT

2

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AVG. NATIONAL  
PER WEEK

\$50M+

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IN VALUE

PR



**CASE STUDY**

CHECKERS & RALLY'S

How NLA Worked to Rejuvenate Checkers' Communications Footprint

**Rick Silva**  
on UNDERCOVER BOSS

OUR AGENCY



# Checkers

Checkers retained No Limit Agency in September 2011 with a vision of elevating franchise awareness. Since then, Checkers has expanded the relationship, making NLA agency of record for PR. For our efforts, NLA was honored in 2013 as "Supplier of the Year" at Checkers' annual convention.

## IN NUMBERS

\$49M

IN PR VALUE

\$14M

IN AD VALUE

310

SECURED  
PLACEMENTS

376

SECURED  
INTERVIEWS

## PLACEMENTS

**AP** Associated Press

**FOX & friends**

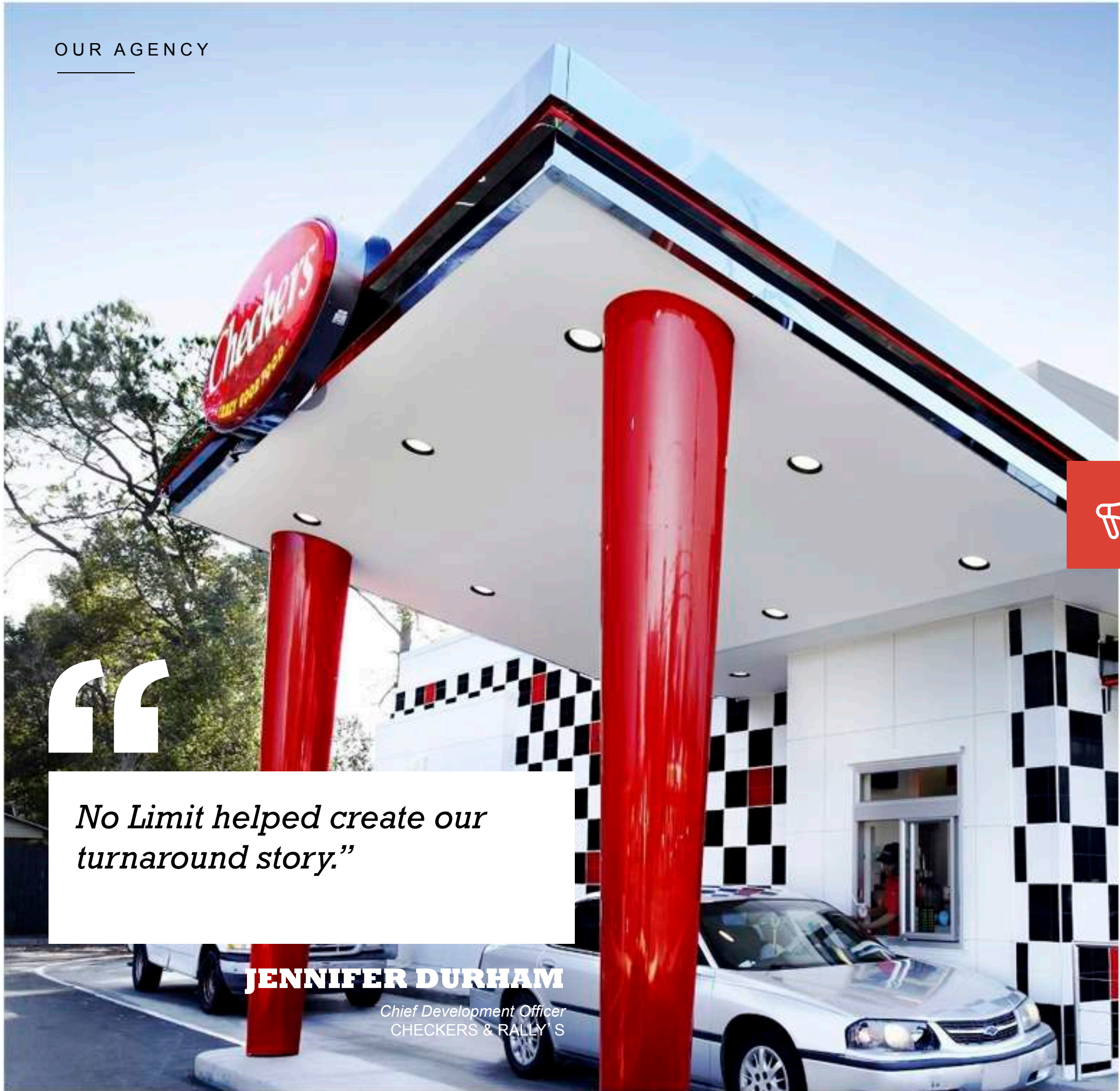
**The New York Times**

**THE WALL STREET JOURNAL.**

**UNDERCOVER BOSS**

**the early show**

**FOX BUSINESS**



“

*No Limit helped create our turnaround story.”*

**JENNIFER DURHAM**

Chief Development Officer  
CHECKERS & RALLY'S



## THE ACCOUNT

When Checkers engaged No Limit Agency in 2011, they were looking for an agency that could “game change” for their brand. Franchise sales were stagnant and there was perceived “grease” on the brand with poor overall consumer opinions. Although risky, NLA went for the grand slam right off the bat, securing an appearance on Undercover Boss – an episode that ultimately won an Emmy. Today, the brand awards more than 80 locations, on average, per year, and its projectile is now positive. Since NLA started, the brand also exchanged private equity hands.

PR



**CASE STUDY**

SMOOTHIE KING



*How NLA Turned Around Smoothie King's Opinion of Agencies*

OUR AGENCY



# Smoothie King

Smoothie King retained No Limit Agency in January of 2015 as its franchise development agency of record.

## IN NUMBERS

**\$1M**

IN PR VALUE  
IN FIRST YEAR

**\$350K**

IN AD VALUE  
IN FIRST YEAR

**100+**

B-TO-B  
INTERVIEWS

**Monthly**

NATIONAL  
PLACEMENT

## PLACEMENTS

**FOX & friends**

**Entrepreneur.**

Franchise Times

THE WALL STREET JOURNAL.

**Orlando Sentinel**

**CRAIN'S**  
CHICAGO BUSINESS.





*We worked with other agencies. None compare to No Limit Agency.”*

**DAN HANNAH**

Chief Development Officer  
SMOOTHIE KING



## THE ACCOUNT

Smoothie King engaged No Limit Agency in January 2015 after having a bad experience with its previous agency. The Smoothie King team felt as though they didn't get the return on investment they were seeking. In 2014, the brand earned 10 placements through its old agency. Through the first six months of 2015, the brand earned more than 75 interviews. NLA has executed the following:

- Created strategy for Smoothie King's presence at select trade shows, including International Council of Shopping Centers and Multi-Unit Franchising Conference.
- Identified hospitals as a target for franchise development and positioned Smoothie King's "smoothies with a purpose" as the perfect addition to a hospital's food and beverage offerings.
- Developed full-press targeted market strategy including Website landing pages with market specific localized content highlighting the opportunities in the area. The campaign was supported by both AMPD/Boosting and traditional PPC campaigns, driving the right candidates to the pages.
- Launched 1851Franchise.com, and in a short period of time, generated thousands of readers and visitors to the aggregated content on the smoothieking.1851franchise.com brand page.

PR



**CASE STUDY**

TWO MEN AND A TRUCK®

*Turning Around Opinion of Working with An Agency*

OUR AGENCY



**TWO MEN AND A TRUCK®**  
“Movers Who Care.™”

# TWO MEN & A TRUCK®

No Limit Agency has been working with TWO MEN AND A TRUCK® since January 2013, handling franchise development and consumer public relations support. TWO MEN AND A TRUCK® expanded the relationship in 2015 to include 1851.

## IN NUMBERS

**\$4.1M+**

IN PR VALUE  
OVER 24 MONTHS

**277**

INTERVIEWS OVER  
24 MONTHS

**191**

SECURED PLACEMENTS  
OVER 24 MONTHS

**2**

AVG. PLACEMENTS  
PER WEEK

## PLACEMENTS

**FOX & friends**

**Entrepreneur**

**Franchise Times**

**THE WALL STREET JOURNAL.**

**Bloomberg**

**CHICAGO  
SUN-TIMES**



*The volume of stories and press No Limit secured for us has blown us away.”*

**RANDY SHACKA**

President  
TWO MEN AND A TRUCK



## THE ACCOUNT

When TWO MEN AND A TRUCK® first retained No Limit Agency, they did so to execute a b-to-b PR strategy, designed at increasing the investor interest in the brand. Within the first 7 months, TMT removed its consumer agency and made NLA its PR agency of record based on the volume of credible and strong media NLA had placed for the brand.

To position TWO MEN AND A TRUCK® as a household name, NLA created a series of major creative PR campaigns that are executed annually. The specific details behind each campaign change each year, but this has proven to be an incredibly successful strategy to secure press in the local markets on a consistent basis regarding:

- Creative Halloween costumes made out of moving boxes
- Tips for making moving easier and more fun for kids
- Tips for packing and storing holiday decorations
- Business story pitches around the highest number of moves in and out of key growth markets