



Golden Lamb Celebrates 200th Anniversary

Cincinnati, OH, May 06, 2008 --(PR.com)-- The Golden Lamb and The Creative Department Make History.

[Cincinnati advertising agency The Creative Department](#), launches new campaign for 200-year old restaurant.

After 200 years, the Golden Lamb has gotten new blood and new life -- new operators, new menu items, new facelift, but suffered from old impressions. The Golden Lamb decided it needed an injection of creativity and turned to the aptly named The Creative Department for ideas.

The Cincinnati-based advertising and interactive agency started with a close look at the restaurant's equity. An area favorite with a centuries old history, the Golden Lamb was known for its steeped-in-the-past atmosphere and excellent food. People, especially 30-somethings and younger, don't know the restaurant well and see it as quaint but too traditional in its offerings.

Stevens Hospitality partnered with the Portman family (owners of the property) as operators in October of 2006 and together set about reinvigorating the whole operation. "It begins with the food," explains CEO Steven Mullinger, Sr. "We brought in new menu items that mesh well with our traditional favorites. It maintains the same high standards people expect, but goes way beyond just turkey and potatoes."

The surroundings are getting a face-lift, too. Two centuries had taken their toll, so Stevens and the Portman's began a thorough five million-dollar renovation. Mullinger states, "It's not so much to change the place as it is to enhance the restaurant's rich past and make it fun again."

When asked to reflect that in a new awareness advertising campaign, The Creative Department did so with a clever spin. They conceived outdoor boards co-starring a new menu item and one of the Lamb's famous guests. "Do you know how many famous people have eaten at the Lamb?" asks Steve Deiters, Partner and Chief Creative Thinker at the Creative Department. "They've had Reagan, John Adams, Charles Dickens and a century or two of others. We knew we could have fun with that."

The first two boards in the series will debut in Dayton in April of 2008 and feature Ulysses S. Grant and Mark Twain. Grant, in Union army uniform, leans on a silver table knife as the headline proclaims, "He fought for the union of our lamb and mint jelly." The illustrated caricatures are also being used for collateral materials and signage. Other luminaries will be featured as the campaign progresses.

Founded in 1992, the Creative Department is an award-winning ad agency that has built business by breathing life into brands and framing communications in delightfully compelling ways - whether traditional, interactive, or guerrilla. Their rebel band of 20 (and counting) highly creative individuals includes creative directors, brand directors, writers, art directors, content managers, project managers, designers, and interactive marketers and developers. Their now-bursting portfolio includes advertising campaigns for the world's best clients including NovaMin and Schmitt Söhne Riesling, website launches



for Silkflowers and i-wireless, as well as local initiatives with Busken Bakery, the Fine Arts Fund, and several divisions of Procter & Gamble.

For more information, please visit their website at www.creativedepartment.com, and don't forget to wipe your feet.

Contact: Steve Deiters
513.651.2901

###



Contact Information:

The Creative Department

Steve Deiter

513 651-2901

steve@creativedpartment.com

<http://www.creatiedepartment.com>

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/84072>