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KINGSPORT/JOHNSON CITY, September 1st 2019 - CREATIVE PARTNERSHIP BRINGS EMMY AWARD WINNING PRODUCTION AGENCY TO THE APPALACHIAN HIGHLANDS.

Kingsport based Advertising Agency, ARO Creative, announces strategic partnership to bring Emmy-Award winning production agency, PopFizz, to the Appalachian Highlands Region.

“We are very excited to partner with ARO Creative and become part of the Appalachian Highlands Regional vision to be a center of tourism and economic development” states Bryan Allen, Managing Partner and Founder of PopFizz.

PopFizz already plays a key role in highlighting and attracting attention to the many economic development activities for the State of Tennessee and TNECD. This new partnership will be focused strongly on the momentum of East Tennessee and Southwest Virginia.

PopFizz’s distinct production style is highly sought after by brands, corporations, and networks and can be frequently seen on both broadcast and digital platforms for the Food Network, HGTV, and the Travel Channel, as well as The University of Tennessee Medical Center, Bristol Motor Speedway and The Biltmore Estate. “As a strategic creative agency, we are excited about this partnership as we continue to further expand into tourism efforts and talent attraction,” says Ashley Shutt, President of ARO Creative. “Bringing nationally recognized production capabilities to our local market allows us to continue to focus on the benefit of the region as we expand across several key markets in the Southeast.” PopFizz is a two-time Emmy award-winning production company based out of Knoxville, Tennessee and employs digital artists, editors, producers, filmmakers, and photographers.

A further consideration for the partnership to choose Northeast Tennessee over other regions of the state was the availability of high-level talent. With ETSU’s robust digital media department, a strong resource for talent is readily available for the partnership to hire employees and contractors. “As an ETSU graduate, we are always looking to give back and to hire fellow alumni. Establishing internship opportunities created a conduit to hire employees, and as the partnership continues to grow, has been key in our decision to locate here,” says Shutt.

ARO Inc. is a woman-owned, full-service creative agency headquartered in Kingsport, Tennessee. Through comprehensive strategies, ARO focuses on cultivating partnerships, promoting community initiatives, and creating impactful work for their brands and clients.

For more information about this partnership, please contact ARO CREATIVE, (423) 262-6339 or visit www.aroinc.com.

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