



ARCHER & HOUND

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Archer & Hound Advertising, Butler Branding Teams Merge, Leverage Strengths for Clients, Community in Central Valley Acquisition

*Two of the most dynamic and respected marketing agencies in Fresno
find they are a perfect match.*

FRESNO, Calif. (March 21, 2024) – Archer & Hound Advertising, a woman-owned, full-service advertising and creative agency, has acquired Butler Branding, a creative and branding agency that specializes in mission-driven clients and work.

The move strengthens Archer & Hound's robust and diverse profile of clients while improving and enhancing the services and deliverables to Butler clients.

"Butler Branding is an exciting company," says Archer & Hound CEO Dave Blanchfield. "Butler does fantastic work and, like Archer & Hound, truly cares about our community and their execution of work. This acquisition allows two very talented teams to come together and service our clients and community in a very unique and complementary way."

The coupling of the two Fresno-based agencies comes after Dave Blanchfield and Butler's founder & CEO Sean Tambagahan developed a close friendship years ago. The founders quickly realized that not only were the two agencies' cultures and ethos similar, but their core strengths complemented each other.

"Butler has been on a mission to amplify the voices of a million brands doing good in the world," Tambagahan says. "This merging of talents brings the best of both worlds—branding and advertising—together to not only support a greater number of brands but also to enhance the quality of service we deliver to our existing clients."

Archer & Hound is known for its mastery of marrying creativity with process, ensuring it hits the mark and measurables for whatever clients need. Butler has built a creative engine that enhances and amplifies brands and voices with an emphasis on clients with a mission.

Both agencies are at the top of their game in the Central Valley with [Butler Branding receiving the 2023 Agency of the Year award](#) from the American Advertising Federation (AAF) Fresno and [Archer & Hound being awarded the most 2023 AAF ADDY awards](#) of any local agency. The agencies share a focus on fostering a positive environment that serves clients and the community with a forward, ethical approach.

In the coming weeks, the two teams will begin the transition process. The Butler team will be merging into Archer & Hound's staff and office at 7910 N. Ingram Ave., #102, in Fresno, California. Dave Blanchfield, along with Archer & Hound co-owners Jessica Blanchfield and

Aaron Coyne, will retain ownership of the merged agency. Tambagahan will join Archer & Hound's agency directors on its leadership team. Clients of both agencies can ensure the same dedicated care and service.

Who Is Archer & Hound?

Founded in 2006 by husband-and-wife team Dave and Jessica Blanchfield, and creative director Aaron Coyne, Archer & Hound is a Fresno-based full-service advertising agency and branded merchandise company. Known as problem solvers, Archer & Hound is strategy-focused, listening to client needs to produce award-winning creative that also produces results. Over the past 18 years, this personal and boutique-style agency has built a dynamic team of 25 people capable of servicing a widely diverse client list.

Who Is Butler Branding?

Butler Branding is a branding and creative agency founded in 2011, with the goal of supporting, enhancing and amplifying clients' brands by designing meaningful user experiences that are authentic to the brand's voice and culture. Inspired by Tambagahan's Filipino immigrant & entrepreneurial roots, Butler's team of talented individuals collaborate to craft bold designs through a proven process—including equal parts strategy and design.

Full-Scale, Full-Service Creative Branding & Marketing Agency

Together, Archer & Hound and Butler Branding form a full-service creative agency centered around branding, strategy, and marketing. Our list of services include:

- Brand strategy & development
- Visual identity design & application
- Creative design services
- Branded merchandise design & distribution
- Content, copywriting & SEO
- Video, audio & photography production
- Podcast production
- Website design & development
- Media planning & buying
- Public relations & media outreach
- Influencer coordination
- Social media content creation & management
- FAM tour organization & facilitation
- Corporate & event materials development

For more information and requests for interviews, please visit archerandhound.com or contact Dave Blanchfield at 559-454-9400.

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About Archer & Hound Advertising

Since 2006, Archer & Hound Advertising has been helping businesses grow, improve, and tell their stories. As a full-service, woman-owned agency, its team excels at everything from strategy and brand development to multimedia production, media planning, and social media management. The agency's team members pride themselves on crafting compelling creative work that produces tangible outcomes, maintaining their focus on moving the needle where it matters most. In April 2024, Archer & Hound acquired Butler Branding. For more information, visit archerandhound.com or call (559) 454-9400.