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Phoenix-Based Advertising Agency E.B. Lane Launches National Campaign for Tilted Kilt

Ads feature music from Irish punk band, Dropkick Murphys

PHOENIX (Apr. 5, 2011) - [E.B. Lane](#) will launch a national TV and radio advertising campaign for new client, [Tilted Kilt Pub & Eatery](#), Monday, March 28. As one of the fastest growing franchises in the country, Tilted Kilt selected E.B. Lane to create the [campaign](#) after a unanimous decision by Tilted Kilt executives following a national RFP process. The ads will run in 26 markets as the franchise looks to open 34 new locations throughout the country by the end of 2011.

The campaign uses a humorous approach to emphasize Tilted Kilt's distinguishing features - delicious food served by attractive cast members. Also true to [Tilted Kilt's Celtic brand](#), the music accompanying the ads is that of world-renowned Irish punk band, [Dropkick Murphys](#).

"We look forward to our new partnership with Tilted Kilt in helping build their national brand with creative and entertaining advertising," said Beau Lane, CEO of E.B. Lane. "With several new locations opening this year, now is the ideal time for this rapidly growing franchise to launch a fresh marketing campaign that captures the uniqueness of its brand and markets Tilted Kilt's quality menu offering."

The concepts for the two 30-second television spots play into the primal desires of food, sports and women. The first spot plays up to the seductive glamour of the [World Famous Tilted Kilt Girls](#) by using slow motion and soft lighting as three of the girls approach the sports fan's table with trays of beer and food.

(more)

The second spot, airing later this year, shows a Tilted Kilt Girl delivering food to a table of hungry sports fans. As she passes the eatery's large television screen broadcasting various sporting events, onscreen athletes drop what they are doing and mesmerized, they begin to follow her. Inspired by the writing on the walls at Tilted Kilt, the radio spots feature the Celtic brand by using poetic limericks.

"I've worked with many agencies over the past several years and producing commercials is a complicated process," said Kristin Cronhardt, vice president of marketing, Tilted Kilt. "Working with E.B. Lane has been one of the best agency experiences of my career. They had a great understanding of the brand attributes and what these ads should be. They were buttoned up and executed flawlessly, along with the best-in-class production partners E.B. Lane brought to the table."

Television and radio spots were created by E.B. Lane's executive creative director, Mark Itkowitz, creative director, Peter Schaer, executive producer, Carolyn Peterson and group account director, Eric Friedman. Itkowitz said, "We wanted the commercials to showcase all of the brand attributes that make Tilted Kilt such a unique dining experience – from the inviting Celtic pub ambiance to the great food, to the World Class Tilted Kilt Girls."

Additional credits are as follows:

Original Film Production Company
Anibal Suarez, director
Joe Piccirillo, producer and director of photography
Blade Editorial
Mark Trengrove, editor
Bill Garmon
Gabriel Naylor
Audio Engine
Bob Giamarco, owner and engineer

To watch Tilted Kilt commercial running now, please visit <http://www.youtube.com/user/TiltedKiltPub>.

About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$75 million. Clients include the Arizona Cardinals, Arizona Lottery, Arizona Super Bowl Host Committee, Cable One Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theaters, Muscular Dystrophy Association (MDA), NYPD Pizza, Phoenix Convention Center, St. Joseph's Hospital Foundation, Tropicana Las Vegas, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.

About Tilted Kilt

Tilted Kilt is different than other sports bars because of its theme that combines Celtic décor, humorous limericks and sexy cast members with great food, drinks and fun. Currently with 49 open units, 20 under construction and 25 in development, the Tilted Kilt is known as "The Best Looking Sports Pub You've Ever Seen." The original restaurant concept was developed in the Rio Hotel in Las Vegas in 2003. For more information, go to www.tiltedkilt.com

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