

The Martz Parsons Agency is Now...

Written by Editorial

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The Martz Parsons Agency has been renamed Big Yam, The Parsons Agency. Bob Parsons acquired Martz Agency in October 2013 and renamed it The Martz Parsons Agency. Since the original acquisition the agency has hired, trained and established a crew of nearly 50 agency professionals ready to execute on his vision for an all-encompassing branding machine. With the retirement of Carrie Martz and significant investments in new facilities, the agency is being renamed to reflect its unusual capabilities and its place in the YAM Worldwide family.

"We've assembled a very capable team," says businessman and philanthropist Bob Parsons. "People that understand, no matter the size of your company, how to create campaigns that make an impact and, at the end of the day, do what matters most – ring the register." BIG YAM employs a total approach to marketing, delivering high-quality, industry-leading work. From branding, public relations and traditional creative, to digital media, website development and video production, the firm's ability to produce everything in-house enables it to seamlessly deliver fully-integrated campaigns.

Most recently, the BIG YAM team created and launched the Parsons Xtreme Golf (PXG) brand. PXG, a nascent golf equipment company, has developed patented technology and a sophisticated manufacturing process that integrates high-performance alloys and elastomers to produce what are quickly being recognized as the finest golf clubs in the world. To differentiate the brand from other manufacturers and highlight its innovative technology, BIG YAM developed a look and feel for the company that is not only unconventional, but is also generating a buzz in the golf industry worldwide.