



## **Jim Ure Company Marks 30 Year Anniversary in Marketing, Advertising, PR: Moves to New Offices**

*"The key to our success lies in limiting the number of clients we serve," says Ure. "Content is still king in all media and the basics remain unchanged: create a unique selling proposition for the product or service, and tell it with emotional appeal."*

Salt Lake City, Utah ([PRWEB](#)) May 18, 2011 -- On the eve of its 30th anniversary, Jim Ure Company, a Salt Lake Marketing, Advertising and Public Relations firm, will move to new offices at 702 11th Avenue, Salt Lake City, Utah 84103, effective May 15, 2011.

James W. Ure, CEO and President of the company he formed in 1981, has been in the advertising, public relations and marketing business since graduating from the University of Utah and after working as a reporter and editor for the Salt Lake Tribune. Ure also worked in Food Products Advertising for Procter and Gamble in Cincinnati, Ohio.

"The key to our success has been in limiting the number of clients we serve. Give a select few clients the benefit of your skills and talents and never let yourself be spread too thin. In this way we can provide the focused ideas and service our clients deserve.

"This has been our policy from the day Jim Ure Company was formed in May, thirty years ago," Ure said.

"If you are looking for experience in old and new media, we certainly have it," says Ure, reflecting on his years in the business.

His career in advertising began in 1963.

"When I got into the business we created print ads in hot lead on a Linotype. Television commercials were made by using two or more cameras and cutting from camera-to-camera to create edits. I still love live-read radio spots," said Ure

"As far as new media, you can talk all you want about the technology of search engines and visibility. You just have more outlets for your message. Content is still king. Nothing beats a great story that optimizes search engines and rivets eyes and ears.

"The basics are still the same: create a unique selling proposition for the product or service, and sell it with emotional appeal."

How many television commercials, websites, radio spots and magazine ads have come from Jim Ure Company over the years?

"I would hate to guess. We used to sweep the Addys. I gave up keeping count when we hit 109. We won "Best of Show" in the International Bottled Water Association competition a number of times. Eventually I ordered that we would no longer enter advertising competitions unless the client insisted. Awards mean little; sales mean everything.



“There must be thousands of different ads that we’ve placed in different media,” he said.

Jim Ure was a founding staff member of the Utah/US Film Festival, which would become the Sundance Film Festival. He served as its Director of Publicity and later as its Executive Director.

Ure was appointed to the Utah Food Policy Council in 2000 and served as its chairman in 2005-2006. The council was instrumental in creating the “Utah’s Own” program that brought attention and a state-run marketing program to promote local products.

In addition to heading Jim Ure Company, he is a partner in AgriSolutions LLC, a company that writes grants and provides consulting to food producers and marketers.

Ure is also secretary and a founding member of the board of directors of Treasure, Incorporated, a gold and minerals exploration company.

Ure currently sits on the board of directors of the House of Hope (formerly the Utah Alcoholism Foundation). He was a William Randolph Hearst Fellowship recipient and served on the boards of the Tracy Aviary, Salt Lake City; and the Utah Museum of Natural History, Salt Lake City.

He is the author of three published books. A fourth book—a memoir titled Polio Boys—scheduled for publication in late 2011 or early 2012 by Signature Books. He was awarded a grant from the National Endowment for the Arts for one of his books and has received first place and honorable mentions in non-fiction writing competitions sponsored by the Utah Arts Council. He has also written feature stories on marketing for Advertising Age magazine.

“Every media idea starts with the printed word, whether it’s for TV, radio or the internet. Counting my time at the Tribune and my books, I would estimate that 20 million words have come from my typewriter and computer since I got into the industry. That’s only about 400,000 words a year so I think that may be a conservative estimate.

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The future: “I’ll keep writing advertising that sells products and work on my book projects.” In addition to writing, his hobbies include falconry and fly fishing.

“Our company has had a long and productive history, and I want to thank our clients, employees and vendors for the relationships that continue to this day,” said Ure.

“I also honor the giants of the industry who guided me and helped shape my philosophy during my early years: Tommy Axelsen, Dick Harris, Bob Love, Al Frank, Bill Brennan. Ted Nagata, Jim Seare, Don Ware, Dick Bailey, Keith Montague, oh there are just too many to name.”

During the 1970s Ure was also President and CEO of Axelsen Advertising Agency, a company founded in 1944 by Thomas H. Axelsen.

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