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**FOR IMMEDIATE RELEASE**

## **&Barr launches full-service advertising campaign “Watchdog” for Space Coast Credit Union**

**ORLANDO, Fla. (March 21, 2024)** – &Barr announces the launch of Space Coast Credit Union’s (SCCU) new advertising campaign “Watchdog” that brings its iconic logo to life through computer generated animation. The agency’s full-service offerings, including creative, public relations and media and analytics services, work together to holistically develop and support an integrated brand campaign to reach both current and future members.

“It’s an honor to unveil such a strong symbol that encapsulates the spirit of Space Coast Credit Union,” said Timothy M. Antonition, president and CEO of Space Coast Credit Union. “Above all, the Watchdog is an extension of our SCCU team. We go the extra mile and rise to the needs of our members to protect them and their financial interests.”

&Barr conducted in-depth primary research to identify the power of humor as the most impactful theme among SCCU’s target audiences and used it to inform the creative strategy for the commercial. &Barr partnered with Diamond View Studios and Interference Pattern for video production and animation services.

“As we were creating our Watchdog, we decided to look at some of the great marketing from years past and how a brand could develop an icon that could last the next 100 years – Tony the Tiger, The Michelin Man, Mr. Peanut,” said Christian Wojciechowski, VP and creative director with &Barr. “We then took that a step further and discussed the idea of a single-trusted character evoking a specific emotional response, examples being Santa Claus, The Easter Bunny or even The Tooth Fairy, and married that thinking to the concept of a character you just love to be with, and wish was yours — our Watchdog was born.”

Watchdog supports SCCU’s goals of reaching a larger percentage of the Hispanic market throughout its footprint with the campaign also being produced in Spanish. The agency’s integrated, cross-channel approach to media planning and buying will ensure the campaign’s reach on major networks, connected TV apps and audio streaming, digital and out-of-home platforms for both English- and Spanish-speaking audiences.

&Barr's public relations team amplifies these efforts by providing strategic message development and communications support to launch the campaign to internal and external audiences. The agency develops and implements comprehensive communication plans to emphasize the correct timing, order and delivery of messaging to increase awareness of and engagement with the campaign.

To view the commercial and high-res images, click [here](#).

### **About &Barr**

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, the University of Central Florida and the YMCA of Central Florida, among others. Celebrating more than 65 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit [www.andbarr.co](http://www.andbarr.co).

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