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## **NELSON SCHMIDT, INC. CELEBRATES 50 TRAILBLAZING YEARS**

**MILWAUKEE** (September 27, 2021) – Nelson Schmidt, Inc., a nationally recognized, independent full-service marketing agency, celebrates its 50-year anniversary on Monday, September 27, 2021.

The first half century has featured several pioneering achievements along the way, while the 50-year milestone provides an opportunity for the agency to celebrate its evolution and growth by reaffirming their commitment to blazing new trails for its clients and staff.

“We’ve been extremely fortunate to have so many trusted, enduring client relationships and disciplined, dedicated employees over our first 50 years,” said Daniel H. Nelson, Jr., President and CEO of Nelson Schmidt. Without them, we wouldn’t have pushed our company, indeed our industry, forward throughout our history.”

“From launching one of the Midwest’s first interactive agencies, to redefining marketing by distinguishing considered purchases vs. impulse buys, to our powerful new choice for global marketers to satisfy their international needs using an independent agency network, all of our innovation is powered by our people and our customers, who demand we see and do new things to create better outcomes, not just produce different outputs.”

### **Blazing Trails**

The past is something to celebrate and reflect on, but it’s not something to dwell on. With that in mind, the agency developed a “Trailblazers” campaign theme to celebrate its 50-year anniversary. The Trailblazers concept highlights Nelson Schmidt’s pioneering culture by offering all employees the opportunity to submit personal artistic works symbolizing what it means to them to blaze new trails. Nelson Schmidt team members created a series of videos and images, found on Nelson Schmidt’s social media outlets and showcased at the Milwaukee headquarters located on 600 E. Wisconsin Avenue.

### **Key Milestones**

Some of the key milestones from the agency’s first 50 years include:

- Founded in 1971 as the Ken Schmidt Agency and operated by Ken for 17 years before a fortuitous lunch meeting in 1988 between Schmidt and local Milwaukee marketing executive Dan Nelson, Sr. While Ken was considering a sale to another buyer, Nelson, Sr. offered a bold suggestion for Schmidt to sell him the agency, which he did. Barely a year after the sale, sadly Schmidt passed away. Nelson, Sr. ensured the Schmidt name lived on when the new name Nelson Schmidt, Inc. was born.
- Since 1988 the agency diversified from agriculture and heavy industry and has worked with some of the largest companies in the world in select considered purchase industries. The agency has worked with clients in professional and financial services, manufacturing, healthcare, technology, outdoor recreation, building products and global manufacturing.
- In 2012 Nelson, Sr. sold the agency to his son, Dan Nelson, Jr. This helped ensure the agency stayed independently owned and continued to maintain the family vibe, both in ownership and for agency employees.



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## **ABOUT NELSON SCHMIDT, INC.**

We Deliver Customers.® Nelson Schmidt, Inc. is an independent full-service marketing agency with offices in downtown Milwaukee and Madison, Wisconsin. The agency is one of the Top 200 Marketing Agencies of 2021 according to *Chief Marketer* and serves U.S. and international clients within select considered purchase industries. Nelson Schmidt is a member of MAGNET, the Marketing & Advertising Global Network, ANA and PRSA. In 2021, Nelson Schmidt, Inc. celebrates its 50<sup>th</sup> year as an agency. For more information visit [NelsonSchmidt.com](http://NelsonSchmidt.com).