

# Four decades in 500 words or less.



## APRIL 1, 2013

Some years have a way of leaving a permanent mark on all of us. Like 1973. That was the year the U.S. troops were withdrawn from Vietnam, Nixon got publicly busted and Marvin Gaye gave us "Let's Get It On." And on April Fool's Day, about a month into the infamous Watergate hearings, Weekly & Associates opened its doors in Fort Worth, Texas. Its business was advertising.

Those first few years were good ones. Never mind that the world was grieving Elvis, or that leisure suits and Farrah Fawcett posters had infiltrated homes and offices across the country. The fledgling ad agency was getting good press within the Southwest ad community. Its polyester-clad team was producing award-winning work and making local clients very happy. The agency had found its niche in business-to-business marketing.

The decade turned, Jimmy Carter stepped in as president, and we were all stunned at the news that John Lennon had been shot. The '80s also brought whisperings of computers, but no one had any idea of the changes they would bring. Madonna and Whitney, MTV and Smurfs, and a televised royal wedding made headlines. And as the country was reeling from the effects of a recession, Weekly & Associates saw an opportunity to rebrand. The agency became Graphic Concepts Group, serving up à la carte advertising services to budget-conscious clients.

Our economic woes of the '80s soon met up with Reaganomics. Enter the '90s. That was the decade we said goodbye to Carson and hello to Leno. We were introduced to the Macarena, Viagra, and learned what "don't ask don't tell" really meant. But the most impactful event of the '90s came in the form of technology. It revolutionized the way we did life - and certainly the way we did business.

The Internet opened doors for companies to go global. Location was no longer an issue. And with expanded opportunities, Graphic Concepts Group once again positioned itself to better serve industry-specific clients in all parts of the country. We uploaded, downloaded, emailed and FTP'd our way into the 21st century. So did the rest of the world.

Y2K came and went, and we were all ecstatic the world did not end. This past decade has certainly come with its share of world-altering events. Graphic Concepts Group kept its momentum. Again, we shifted focus, now operating as a full-service marketing and advertising agency, with a slight name change to GCG Marketing. And as a new generation of fresh-faced ad people begins to invest time, energy and creative sweat into the business, we can't help but wonder what the next four decades will bring.

Happy 40th everybody, it's been fun!