

[The Republik named agency of record for Dixie Bones](#) Durham, N.C.,—Without a review, metro D.C. barbeque "institution," Dixie Bones, ...

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**Triangle - Durham, N.C.**,—Without a review, metro D.C. barbeque "institution," Dixie Bones, Woodbridge, Va., has named THE REPUBLIK, Durham, as its first agency of record. Previous advertising was handled on a project basis by local agencies. The Republik's initial assignment for Dixie Bones will be to develop an expansion formula. To that end, a "brand extraction" process will define core Dixie Bones attributes that can be replicated in new contexts, without being diluted. First public work, budgeted at under \$1 million, and breaking in September, will include social media (Flickr, Facebook) marketing, website development and Search Engine Optimization.

Selection was based on a third-party recommendation and viral marketing case histories. Dixie Bones founder and chairman Nelson Head states, "Dixie Bones didn't get where it is by following any mass marketing rules, and it seems to me The Republik doesn't either. I'm looking for that crazy stuff [viral marketing] like they did for Triumph Boats."

The Republik commander, strategic ops Dwayne Fry adds, "you love it when a client like this comes along. We showed them our kind of viral, 'pull' concepts—designed to convert customers into brand media—and they didn't ask 'why?'. They asked 'how?'"

Dixie Bones serves Alabama barbeque, continuing the Head family's 125 year Southern-style food heritage. Nelson Head's flare for slow cooking earned Dixie Bones a cult following in Washington D.C., even becoming, for a time, a "hot" hangout for Congressional politicians. The restaurant moved to its present, Woodbridge, Va. home in 1996. All Dixie Bones meats and catfish, as well as sauces, breads, pies and greens, are cooked from fresh ingredients (never canned or microwaved). Besides its full-service restaurant, Dixie Bones offers take-out and large- and small-scale catering.

The Republik ([www.therepublik.net](http://www.therepublik.net)), is an employee-owned advertising agency with offices in Durham, Charlotte, and in New York City. Other clients include Consolidated Shoe, Lynchburg, Va.; Triumph Boats, Raleigh; Wellcraft Marine, Cadillac, Mich.; Fayetteville (N.C.) Tourism; Riley, Raleigh; Carver Boats, Pulaski, Wisc.; and Community Builders, Boston.

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