

# CRAIN'S CLEVELAND BUSINESS

## Brokaw ad agency boosts family ties

By **SCOTT SUTTELL**

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Brokaw Inc., a Cleveland ad agency with a reputation for offbeat creative work, is going a more traditional route in a move that appears to set the stage for management transition within the Brokaw family.

The agency announced this morning that Gregg Brokaw, 36, founder of Chicago-based Brokaw Motion, is rolling his firm into Brokaw Inc., founded in 1992 by his father, Bill Brokaw, 62. That move takes effect Aug. 1.

Brokaw Motion specializes in digital motion graphics design and as such represents "a huge opportunity to help expand our agency's digital and design capabilities on a global scale," Bill Brokaw said in a statement.

But the move is about more than just adding to Brokaw Inc.'s capabilities.

"I'm thrilled to have my older son Gregg join my younger son Tim in helping lead our agency into the next generation of advertising," Bill Brokaw said.

In an interview just before noon today, Tim Brokaw, 32, the agency's director of business and creative development, said Bill Brokaw remains CEO of the agency, for now. He declined to comment directly about whether he and his brother will become owners of the agency, though he noted, "As far as ownership transition, it's safe to say my brother and I will help lead (the agency), with others."

Tim Brokaw said his father has played "more of a limited role" in the agency for the past four years, primarily serving as its spokesman, public face and evangelist for doing highly creative work.

### Kent State grad returning to fold

Gregg Brokaw has spent 10 years in Chicago. He holds a bachelor of science and a master of arts degree in visual communication design from Kent State University. After graduation, Gregg Brokaw spent a year in Zurich, working at Designalltag, one of Europe's top design firms. He then moved to Chicago to work for designer Rick Valenti, founder of Thirst, and then to IA Collaborative, before starting his own firm in 2001.

"I'm excited and honored to be back home working with my family," Gregg Brokaw said in a statement.

"I believe my brother and I complement each other quite well," he said. "Getting back home to Cleveland is something I've been considering for years, and I believe what I've experienced and learned will add great value to what we can offer our clients both regionally and globally."

Brokaw Inc. has 35 employees. Gregg Brokaw isn't bringing any employees with him from Chicago. Tim Brokaw said he could not comment on whether any Brokaw Motion clients will become clients of Brokaw Inc.

The firm does not disclose its annual revenues or billings.