



THE JAMES AGENCY

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**THE JAMES AGENCY EXPANDS INTO CALIFORNIA MARKET  
WITH TWO NEW CLIENTS**

**SCOTTSDALE, Ariz. (SEPTEMBER 27, 2018)** – [The James Agency](#) (TJA), a Scottsdale-based integrated advertising, public relations and digital marketing firm, announces its expansion into the California market with two new clients: [Travel Costa Mesa](#) and [The Cliffs Hotel + Spa](#).

“This is a significant stepping stone in a greater growth plan for The James Agency,” said Veronique James, CEO of The James Agency. “Our firm has specialized in supporting hospitality and lifestyle brands in the Valley of the Sun for 13 years. Now, as our relationship with Travel Costa Mesa and The Cliffs takes off, we’re excited for the next step in expanding our expertise to the California market.”

Travel Costa Mesa (TCM) is an organization with the primary goals of promoting tourism to the city of Costa Mesa and funding programs and activities that benefit its hospitality industry. TJA is working with TCM to refresh the organization’s logo and branding. The firm also will handle creative services, public relations and video production for TCM.

The Cliffs is a seaside getaway in Pismo Beach, California offering 160 guests rooms, a full-service restaurant, a newly renovated spa and panoramic ocean views. TJA was hired as the resort’s agency of record, handling creative services, media buying, website design, public relations and social media.

“After decades of being a must-stop destination along the Pacific Coast Highway, our hotel was in need of a renewed brand strategy,” said Elise Quick, general manager of The Cliffs Hotel & Spa. “Thanks to our partnership with The James Agency, we have a beautifully updated website that captures the unique character of our hotel, and we’re working together to create fresh collateral that falls in line with our new cohesive brand. We’re looking forward to continued successes as their digital team enhances our online presence and PR brings awareness of The Cliffs Hotel & Spa to surrounding feeder markets.”

Founded in 2005 by Veronique James, TJA specializes in working with hospitality, restaurant, real estate and experiential brands.

**About The James Agency**

An integrated agency specializing in consumer advertising, public relations and digital, The James Agency (TJA) custom fits a comprehensive marketing strategy for each client. Founded in 2005 by Veronique James, TJA represents hospitality and lifestyle brands, handling all work in-house. For more information, visit [www.thejamesagency.com](http://www.thejamesagency.com).