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### **The Variable – Always Changing, Never the Same**

According to Merriam Webster, the definition for the word "variable" is as follows: able or likely to change or be changed; not always the same. At The Variable, the quickly growing advertising agency on Fourth Street in Winston-Salem's Innovation Quarter area, things are different, changing, and certainly not always the same.

Established in 2011 by Keith Vest and Joe Parrish, who once had dreams of being an architect and musician or toy maker, respectively, The Variable consistently tests the limits of conventional advertising with sharp, witty, out-of-the-box ideas for clients like Canadian toy company Spin Master, Lowes Foods, Duke Health Systems, Sunshine Beverages (born at The Variable!), BB&T and more.

Beginning in iconic Reynolda Village, The Variable quickly outgrew their space and headed to the West End neighborhood, where they again were swiftly pushed for space. A move into a swanky 10,000 square foot home in August of 2015 did the trick, and placed the group of 33 in the midst of the most exciting spot in the city. "There's so much cool stuff headed in this direction," says Parrish. "We want to meet our neighbors down here and actively be part of the future of Winston-Salem."

And an active part of the future of The Variable is Butler + Burke. "Jane [Potter] has always given us a high level of counsel, expertise and professionalism," Vest says. "We know we wouldn't get that just anywhere."

As the saying goes, "the only thing constant is change" - and at The Variable, that's just how they like it.