

PRESS RELEASE

Myndshift Launches Mr. Sanchez Campaign

June 10, 2025 | [Download PDF](#)



Myndshift Launches New Identity and Campaign for Mr. Sanchez Landscaping

Memphis, TN. June 10, 2025—Myndshift, a Memphis-based creative agency known for its integrated, strategy-first approach, has announced the launch of a new identity system and marketing campaign for Mr. Sanchez Landscaping, a fast-growing residential landscaping company serving the greater Memphis area.

From the outset, the goal was to avoid the familiar visual clichés that dominate the landscaping category—endless lawn photos, crews with trimmers, and functional-but-forgettable messaging. Instead, Myndshift developed a brand platform that focuses on what clients actually gain: time, peace of mind, and a better quality of life.

The result is a clear, human-centered positioning—“Leave the yard work to us.” The campaign shifts attention away from the work itself and toward the emotional benefit of coming home to a well-kept outdoor space without the burden of maintaining it.



“Most landscaping brands talk about grass,” said Jeffrey White, Founder and Creative Director of Myndshift. “We wanted to talk about life. When you remove the chore, what you’re really giving people back is time—and that’s far more valuable.”

The new identity system and campaign helped establish Mr. Sanchez Landscaping as a premium, service-driven brand—one built on trust, reliability, and respect for the homeowner’s time. Since launch, the brand has gained early momentum as word spreads about the company’s commitment to quality work and customer experience.

About Mr. Sanchez Landscaping

Mr. Sanchez Landscaping is a residential landscaping company serving the greater Memphis area. The company is known for reliable service, quality workmanship, and a commitment to helping homeowners enjoy well-maintained outdoor spaces without the hassle.

About Myndshift

Myndshift is an independent, Memphis-based creative agency specializing in brand development, campaign creation, and strategy-driven marketing. The agency rejects siloed thinking in favor of fully integrated approaches—aligning identity, messaging, digital, social, and campaign work to deliver measurable results. Myndshift partners with founders, small businesses, and growing brands who want to stand out, think bigger, and build something unforgettable.

Media Contact:

Myndshift

Attn: Press Inquiries
info@myndshiftadvertising.com
myndshiftadvertising.com