



NEWS RELEASE

Media contact:

Chuck Hirsch
President
Masqueraider Marketing
914-730-9292
info@masqueraider.com

MASQUERAIDER MARKETING CELEBRATES EIGHT YEARS OF SUCCESS Strategic Business, Branding, and Marketing Company Enjoys Steady Growth

New York, NY, January 25, 2012 – Masqueraider Marketing is celebrating its eight year anniversary. The firm, which formally became an independent entity in January of 2004, is enjoying growth from both existing and new clients.

“The industry continues to be very slow and rigid, when it comes to adapting to the needs of today’s clients,” commented Chuck Hirsch, President. “Everyone on the service side of the industry is fighting for revenue, and as a result, everyone claims to do everything these days, from strategic planning, to audience/customer analysis, to marketing and advertising to social engagement and brand advocacy. It’s important to stand for something, and embody the type of innovative mission statement and positioning platform that we advocate be created for each and every client with whom we work. If we’re not unique and effective, how can we help our clients be unique and effective?” posited Mr. Hirsch.

“We’ve done amazing work in the past, and we’ll continue to translate bulletproof strategy and thought leadership into innovative communication and marketing concepts,” commented Kia Talai, Creative Director. “We’re more than ready for the next 88 years.”

About Masqueraider Marketing

Established in 2004, Masqueraider Marketing was created to offer a fundamentally different way that a service and solutions provider can help clients better clarify and define their business, branding and marketing challenges and opportunities.

We combine service-side, company-side and business & technology consulting expertise into a formidable solutions resource. We accelerate message impact and effectiveness through an integration of traditional, digital and social/dual communication channels.

Masqueraider Marketing is an alliance partner with three other best in class companies, forming an umbrella organization known as “Wovn Group.” The firm is headquartered in Westchester, NY, and works with clients across the US and Europe.