



N. Ky. CVB taps Strata-G as agency of record

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The Northern Kentucky Convention and Visitors Bureau has reached across the Ohio River for an ad agency to handle the bulk of its marketing work.

Strata-G Communications said Tuesday that it has been chosen as the CVB's agency of record. The agency will serve as brand marketing consultant and oversee graphic design, merchandising, promotions, Internet and direct marketing, print and broadcast production, and advertising, as well as assist with public relations.

"At our core, the Northern Kentucky CVB is a sales and marketing organization," said Tom Caradonio, president and CEO of the bureau. "We need an agency partner that not only understands our business objectives, but can deliver on creative ideas to meet those objectives."

Strata-G, based in downtown Cincinnati, is an integrated marketing communications firm.