


LATEST NEWS [MET] MetLife shares lead insurer rally, gain 14%

PRESS RELEASE
Rodney Mason Makes the Move to Moosylvania

Last update: 9:00 a.m. EST Nov. 6, 2008

 ST. LOUIS, Nov 06, 2008 (BUSINESS WIRE) -- Marketing veteran Rodney Mason has joined Moosylvania as chief marketing officer for the digital, branding and promotion agency based here.

Mason, the former CMO and managing director at hawkeye, is reuniting with many "Moosers," including Norty Cohen, founder and CEO of Moosylvania, and Gus Hatrich, president of Moosylvania. All three were colleagues at Zipatoni. Mason opened and ran the Chicago office of Loew-Zipatoni prior to joining hawkeye.

"We're thrilled to be working with Rodney again," said Cohen. "He's a perfect addition to what we've built here and where we are headed."

"Rodney is coming on just as Moosylvania is celebrating its fifth anniversary," said Hatrich. "We're confident the foundation is now in place to assure our next five years are as good as our first."

"Moosylvania has an unbelievable ability to quickly deliver world-class insights and visual design, which are essential in this challenging market," Mason said.

About Moosylvania

Moosylvania is "The Great State of Design" where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion.

For Moose, "Great Design" is more than the extraordinary composition of creative elements. It is a process of originating and developing a concept from insight, resulting in a carefully constructed strategy that is designed to achieve measurable results.

Clients include Bacardi, Dean Foods and Nestle-Purina. For more information, visit [moosylvania.com](#) or call Rodney Mason at 314-644-7987.

SOURCE: Moosylvania

Moosylvania
 Wendy Hirschhorn, 212-826-8790
wendyhi@nyc.rr.com

Copyright Business Wire 2008



Sponsored Links

BA Mason
 Shop BA Mason for men's & women's footwear in wide & narrow widths.
[www.bamason.com](#)

Top Stock Pick - SSLR
 Solar Company Heating up Texas
[www.SunriseSolarCorp.com](#)

Don't Buy Women's Shoes
 Until You Read Our Reviews! Women's Shoe Stores - Reviewed & Ranked
[www.topconsumerreviews.com](#)











Top stories

40 minutes ago [U.S. stocks reconsider losses as Nasdaq pulls higher](#)

31 minutes ago [Oil trades flat near \\$44 a barrel after Monday's rally](#)

10:13 AM today [New York Times warns of 'challenging' year in 2009](#)

LATEST VIDEOS
MARKETS & BUSINESS

-  **Greece in Flames as Riots ...**
Tue, Dec 09, 2008 - 4:16 PM
-  **Military Fighter Jet Crashes, ...**
Tue, Dec 09, 2008 - 3:56 PM
-  **Dealmakers Turn Bearish**
Tue, Dec 09, 2008 - 3:21 PM
-  **Kiefer Sutherland on Jack**
Mon, Dec 08, 2008 - 11:57 PM
-  **Obama's Foreign-Policy Team**
Mon, Dec 08, 2008 - 11:54 PM
-  **Industrial Strength From a ...**
Mon, Dec 08, 2008 - 11:47 PM
-  **Obama Showing Concern ...**
Mon, Dec 08, 2008 - 11:37 PM
-  **A Dour Year for Real Estate ...**
Mon, Dec 08, 2008 - 11:00 PM
-  **Scene from 'The Dark Knight'**
Mon, Dec 08, 2008 - 10:42 PM
-  **Greg Maddux Announces ...**
Mon, Dec 08, 2008 - 10:34 PM

[Market Watch](#) [More Videos](#)

Real Estate Weekly E-newsletter

Real estate news and commentary from our Personal Finance staff every week.

Enter your email address: [Privacy policy](#)

MOST POPULAR

- READ** | **E-MAILED** | **EDITOR'S PICK**
1. [Ten clues that tell us a new Wall Street bubble is inflating](#)
 2. [Illinois Gov. Blagojevich taken into federal custody: report](#)
 3. [Stock futures turn negative as weekly chain-store sales drop](#)
 4. [Sony to cut 8,000 jobs and close 10% of manufacturing sites](#)
 5. [Democrats send auto rescue bill to White House](#)
 6. [Who gets it, and who doesn't, on Wall Street](#)
 7. [Twitter shows how Web 2.0 did not learn from Bust 1.0](#)
 8. [Still a lot of bullishness among gold timers](#)
 9. [Warm-weather cities sinking to bottom 10](#)
 10. [Leno ready for prime time with 10 p.m. slot on NBC: report](#)

[Get the Latest MarketWatch News >>](#)

PARTNER CENTER

Pay just \$8.95 for online trades. Take our free online seminars. Charles Schwab
[LEARN MORE](#) 

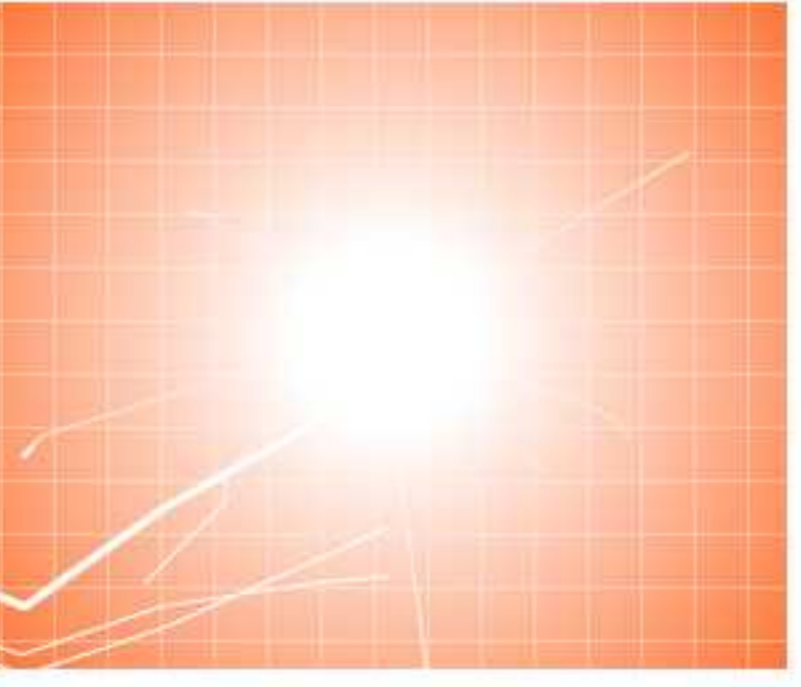
100 FREE TRADES Get 100 Commission-Free Trades.


Scottrade Switch to Scottrade, get up to \$100 back


AMERITRADE TD AMERITRADE. Trad free for 30 days.


THE WALL STREET JOURNAL Small Business Visit WSJ.com/smallbusiness


Retirement Weekly FREE Sample Issue Plan for the retirement you deserve

MarketWatch Community

Making friends on our stories?
 Add them as a friend so you can keep in touch and see what they are up to. Or, just send them a message.

Send Message **Add to Friends**