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## Moosylvania and hawkeye Form Alliance to Stay in Front of Market Shift

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ST. LOUIS & DALLAS, Mar 05, 2009 (BUSINESS WIRE) -- Moosylvania and hawkeye, two independent marketing agencies with blue-chip clients and services that complement one another, announced a strategic alliance to provide an expanded suite of turnkey solutions.

With 15 offices worldwide, hawkeye is known for its award-winning brand awareness campaigns and customized acquisition and retention programs. These are delivered through a suite of services that include large enterprise web development, search engine optimization, data analytics, multi-channel creative executions and experiential marketing.

Moosylvania has earned a reputation for trendsetting digital, branding and promotional design, social networking and word-of-mouth know-how, and fresh insights gleaned from its top-10 globally-ranked research facility.

"This alliance assures that all bases are covered for reaching where consumers are now and where they are headed," said Rodney Mason, CMO of Moosylvania, and stockholder and former CMO of hawkeye. "Today, more than ever, design, digital, social networking, analytics, CRM and fresh insights are a necessity to insure that marketing dollars are working their hardest." "It's truly great to collaborate with colleagues who share the same vision of delivering speed-to-market results and provide complementary services to our mix," said Steve Dapper, hawkeye's founder and chairman.

"Ultimately, it's our clients who reap the benefits of the Moose-hawkeye alliance," said Gus Hatrich, Moosylvania's president, "and that says it all." 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. Clients include Bacardi, Dean Foods, Mealchime.com, Nestle-Purina and Ocean Spray. Moosylvania has offices in St.

Louis, Dallas and Chicago. For more information on Moosylvania and free white papers on Social Networking, Web Site Design, Marketing To Moms, Gen Y and other subjects, visit [moosylvania.com](http://moosylvania.com) or call Rodney Mason, CMO, at 314-644-7987.

About hawkeye hawkeye is a special forces team that delivers sophisticated marketing solutions with expertise in Interactive, B-2-B, Direct, Branding, and Sports and Entertainment. Clients include Capital One, HP, Microsoft and Travelocity.

hawkeye's associates are in Boise, Buffalo, Charlotte, Chicago, Dallas, Denver, Lodz, Poland; London, Los Angeles, New York, Rochester, San Francisco, Seattle, Singapore and Vail. For more information, visit [hawkeyeww.com](http://hawkeyeww.com) or contact Steve Dapper, founder and chairman, at (214) 659-5661.

SOURCE: Moosylvania CONTACT: For Moosylvania and hawkeye Wendy Hirschhorn, 212-826-8790 [wendyhi@nyc.rr.com](mailto:wendyhi@nyc.rr.com) Copyright Business Wire 2009 -0- KEYWORD: United States

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