

Qittle Partners with Kathoderay Media to expand mobile text messaging services to New York

By Qittle

Dated: May 01, 2009

KathodeRay Media, Inc, an upstate New York marketing agency and Qittle, a leader in mobile marketing technology, today announced a partnership that will expand opt-in mobile text message marketing in the Northeast.

KathodeRay Media, Inc. creates corporate communications and interactive experiences using a wide range of traditional and new media tools. KathodeRay was founded by Kathleen McQuaid Packard in 1996 to provide comprehensive design services for large media companies, prior to the development of their own internal media groups.

KathodeRay Media was founded in 1996 to provide comprehensive design services for New York City agencies, prior to the development of their own internal media groups, for clients Time Warner, McCann-Erickson, TimeOnline, HBO and HBO Home Video, Kodak, Lucent Technologies and Cuisinart. In 2004, the agency relocated to New York's Capital District, providing marketing solutions for companies in the high-tech, manufacturing, pharmaceutical, entertainment and consumer industries. KathodeRay Media advises global and regional companies who maintain offices throughout the United States, primarily focusing on New York City to Albany and California.

KathodeRay Media helps its clients communicate with their target audience through multiple channels. "The partnership with Qittle allows us to offer a range of exciting, creative and most importantly - effective mobile marketing solutions" says Kathleen Packard, Founder and Creative Director at KathodeRay Media. Additionally, the agency provides marketing support for mobile marketing campaigns, including print and display materials. These materials help make the most of clients' investment in mobile marketing promotions.

About Qittle:

Qittle helps businesses create, customize and manage mobile marketing initiatives. Launched in 2008 on the dawn of a worldwide mobile revolution, Qittle brings messages to consumers through the mobile phone - a device most customers don't leave home without. Qittle has signed up numerous clients including MindBody Software, LiveKite.com, Bono's BBQ, Snowmass Village, Energy Outreach Colorado and The Aspen Club & Spa.

About KathodeRay Media, Inc.

KathodeRay Media, a full service marketing agency located in upstate New York creates corporate communications and interactive experiences using a wide range of traditional and new media tools. For more information, please visit www.KathodeRay.com. 518.966.5600 info@KathodeRay.com

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Qittle is here to help you market in the right way and in a big way. With Qittle's short message service (SMS) solutions, your business will use messaging to market your product.

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