Moss Named to NOCA Executive Committee, Leads Branding for the Region’s Marketing Industry

Boondock Walker answers the call for brand strategy and communication design for the Northeast Ohio Communications Advocates.

April 6, 2009 - PRLog -- Under the leadership of David Moss, Boondock Walker has answered the call for brand strategy and communication design for the Northeast Ohio Communications Advocates, better known as NOCA.

Recently named to the NOCA Executive Committee, Moss heads up its branding subcommittee, and is responsible for: the strategic branding of NOCA, establishing a brand identity and environmental design for the all-new M3 Midwest Message to Market: Marketing Tradeshows, and pushing to define a brand position for the Marcomm Industry in Northeast Ohio at large.

An analysis released in February 2009 shows that the marketing and communications industry in Northeast Ohio employs more than 39,000 people at nearly 2,800 business and generates about $5 billion in annual sales.

“NOCA now has the opportunity to collectively develop more business opportunities and employment for the Region, for ourselves and others, and to position Northeast Ohio as a dynamic Creative Center,” says Dick Clough, NOCA President. According to Clough, NOCA’s role is to create awareness among Greater Cleveland decision-makers of the outstanding collective capabilities of the industry.

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About Boondock Walker

Boondock Walker is a best-in-class Strategic Branding and Communication Design group, headquartered in a restored 85-year-old historic warehouse in the heart of Midtown, Cleveland. Their vision — to guide clients to discover their own distinctive values, connect with their audiences, and create powerful customer experiences. The firm is led by partners David Moss, Mark Nead and Brian Willse, who represent a combined 55 years of experience in strategic communication, graphic design, digital media content creation, and business writing. Considered a new breed of branding and design firm, Boondock Walker is powered by a broad network of strategic thought partners, design visioneers, and staunch advocates for meaningful brand strategy and design.

For more information, call David Moss at (216) 431-9301 x13, or visit Boondock Walker at http://www.boondockwalker.com.

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Source: David Allen Moss
City/Town: Cleveland
State/Province: Ohio
Zip: 44114
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