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## **New This Week**

### **WestGlen Communications Launches i-Blitz Interactive**

**WestGlen Communications**, an integrated marketing and multimedia consultancy specializing in broadcast and Internet video production and distribution, launched **i-Blitz Interactive** at the Media Relations Summit in New York.

Billed as "the next generation of audience and message fusion," i-Blitz Interactive will provide strategic guidance to and tactical execution for public relations and marketing professionals looking to connect with highly targeted audiences both online and in specific terrestrial settings.

"The meteoric rise of social media and conversational marketing necessitates fresh thinking and powerful new tools for marketers wishing to connect with targeted audiences," said **Ed Lamoureux**, Senior Vice President of New & Emerging Media at WestGlen Communications. "Through the success we've generated in the areas of targeted online marketing and audience development, many of our clients are now convinced that reaching a smaller but more active and engaged audience is equally and sometimes more effective than traditional advertising or PR," continued Lamoureux.

i-Blitz Interactive represents the evolution of WestGlen's Internet and Specialized Media practice which was the first to introduce the concept of "blended media marketing tactics" and "brand integration programming" to the public relations industry. A few of the tactics i-Blitz Interactive offers include micro-syndication of video and audio PR/news content to media and/or public web sites, blogger relations, online community interaction, social media marketing, webcasting, podcasting and search engine marketing services. i-Blitz Interactive will also provide services that can target schools (teachers and students through online curriculum and outreach), community senior citizen centers, doctor's offices, health clubs and other targeted environments.

"The media landscape has evolved significantly over the past few years and recognizing that WestGlen's services have evolved to incorporate many of these new media platforms, it became apparent that the name of the department needed to change with it," said **Chris Cavello**, Vice President of i-Blitz Interactive. "Additionally, the rebranding should connect more forcefully with prospects and clients who still associate WestGlen with stellar traditional media outreach and PR services."