

AOL | MAIL | You might also like: [BloggingStocks](#), [WalletPop](#) and More ▾ | [Sign In / Register](#) | Search the Web

Get Quote [Search DailyFinance](#) Thursday, November 11, 2010

**DailyFinance**  
An AOL Money & Finance Site

Enter ticker symbol, company or fund

[Browse Securities](#)

Main Investing Tech Economy Media All Stories Portfolios Market News Video About Us [More ▾](#) Help & Feedback

DJIA	11,249.38	NASDAQ	2,540.62	S&P 500	1,207.19	10 yr Note	2.63%	Gold (Dec)	1,400.30	Oil (Dec)	87.85	FTSE 100	5,820.61
▼ -107.66	-0.95%	▼ -38.16	-1.48%	▼ -11.52	-0.95%	▼ -0.03	-1.13%	▲ +1.00	+0.07%	▲ +0.04	+0.05%	▲ +3.67	+0.05%

# Kerry Group and TriVantage Marketing Group Establish Strategic Client Service Partnership

Business Wire Posted 3:24 PM 05/26/09

[Print](#) Text Size [A](#) [A](#) [A](#)



The Kerry Group, a global marketing communications firm in St. Louis, and TriVantage Marketing Group, a brand-building solutions company that serves Fortune 500 clients from its headquarters in Houston, Texas, have established a strategic partnership to help companies realize greater return on investment in brand development, marketing, and promotional programs in consumer-directed and business-to-business communications programs.

In a statement, Robert McCann, CEO of the Kerry Group, and Wayne Luciano, Founder and Principal of TriVantage Marketing Group, said, "Emerging, regional, and global companies are all looking for more productive and efficient marketing and sales development solutions to maximize growth while minimizing costs. This strategic partnership addresses those client needs with our diverse professional assets, broad strategic and creative resources, synergies of new technology, and expanded program management capabilities."

The Kerry Group ([www.kerrygroup.net](http://www.kerrygroup.net)) adds an exciting new creative staff dimension to the alliance with TriVantage Marketing Group, whose partners have helped build leading brands for Coca-Cola, Minute Maid, Campbell's Soup, Energizer, Coppertone, Shell, Pennzoil, and Quaker State, as well as for start-ups and emerging companies.

The Kerry Group produces brand engagement programs, guerilla marketing, event-driven promotions, mobile marketing, multi-media advertising, consumer response programs and retail education services in addition to business-to-business and business-to-consumer promotions for regional and multi-national enterprises.

Earlier this year, the Kerry Group launched two new divisions -- KG-ACTIVATION specializing in large-scale event marketing for business and consumer marketing companies, and KGI, which provides marketing intelligence, data research, distance learning, interactive training, viral web marketing and event program analysis/measurement services.

TriVantage Marketing Group ([www.trivantagemg.com](http://www.trivantagemg.com)) provides streamlined brand-building solutions from insights to in-market, efficiently. TriVantage is considered by its clients as a turnkey CMO (Chief Marketing "Optimizer") including capabilities such as research, brand positioning, innovation, channels strategy, customer development and turnkey project management from its Houston-based headquarters and through its partners in Dallas, Chicago, Los Angeles, Miami, New York and, now, St. Louis.

"The new strategic partnership between the Kerry Group and TriVantage Marketing Group has already garnered interest among current and prospective client companies. Business leaders across the country are approaching us to discuss the advantages that we offer," McCann and Luciano stated.

Kerry Group headquarters are at 10805 Sunset Office Drive, Suite 415, in suburban St. Louis. For information, see the website [www.kerrygroup.net](http://www.kerrygroup.net) or contact Robert McCann 314.822.1711. TriVantage Marketing Group is headquartered at 2150 West 18<sup>th</sup> Street - Suite 202, in Houston. For information, see the website [www.trivantagemg.com](http://www.trivantagemg.com) or call Wayne Luciano at 832.353.8122.

[Print](#)



[Recent Quotes](#)[Watchlist](#)[My Portfolios](#)