

AT A GLANCE <

Anne Kasdin graduated from The Fashion Institute of Technology and subsequently enjoyed successful tenures at Saatchi & Saatchi, Young & Rubicam and NW Ayer on print and TV ad campaigns. Moving to the world of Sales Promotion, she became Creative Supervisor at Alcone Marketing, where her clients included Lipton, Polaroid, Kraft, Haagen Dazs, James River and Nestlé. AKA was founded in 1995 with a single premise: to provide inspired, laser - focused creative services to every single project that came in through the doors. AKA provides freelance creative solutions in print and web, including advertising, brochures, logos, direct mail, newsletters, corporate invitations, collateral and marketing materials.

STUFF <

Branding

Name generation
Corporate identity
Strategy & positioning

Collateral

Advertising
Sales Promotion
Brochures
Posters
Direct mail
Corporate invitations
Newsletters
Capabilities style guides
Event materials

Interactive

Website development
Banners
e-blasts
e-newsletters

FOR WHO? <

Clients past & present

Pitney Bowes
Gilda's Club
Gallo wine
Kobrand wine & spirits
Prospero Winery

Swatch
Fort James company
Fund for Public Health New York
Ginsburg real estate development
Wilder Balter real estate development
The Performing arts center at Purchase

Weichert Realtors
P&G