

LP&M-CREATED LOGO AND TAGLINE APPEARS IN TIMES SQUARE

Syracuse, NY (December 2007) – The American Dairy Association & Dairy Council’s (ADADC) new “Milk with Meals” logo and tagline “Set A More Nutritious Table” appeared this month on a giant digital screen in the heart of New York City’s Times Square.

Latorra, Paul & McCann Advertising (LP&M) created the brand identity and tagline for the ADADC’s “Milk with Meals” campaign to communicate the idea that nutritional choices extend beyond content of entrees and side dishes; the choice of the accompanying beverage is also of critical importance.

The logo and tagline are also featured on recipe cards and point-of-sale displays in select grocery stores.

“We are very excited to see our work featured in such a dramatic fashion, in the world’s most recognizable advertising location,” says Michael Ancillotti, LP&M Executive Vice President – Account Services. “The American Dairy Association & Dairy Council continues to take a leadership role in nutrition education, and we are proud to be a part of these initiatives.”

The Milk with Meals display was included on the well-known Reuters Sign – the largest digital display system in the world. It covers 7,000 square feet with multiple sections standing 23 stories high. Approximately 1.5 million visitors pass the sign each day.

LP&M is a full-service advertising and public relations firm serving a variety of local, regional, national and international clients. A member of the American Association of Advertising Agencies, LP&M is head-quartered on the tenth floor of the historic University Building in downtown Syracuse, NY.



Logo as it appeared in Times Square

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