



## Results Advertising tapped by Mack-Cali

February 11, 2008 - Front Section

Results, Inc. Advertising in Hasbrouck Heights, N.J. has been chosen by Mack-Cali Realty Corp., one of the nation's largest real estate investment trusts (REITs), for new advertising, branding and other marketing efforts, according to agency president David Green.

"Mack-Cali is one of the most respected names in the business. They're a true leader in the industry and our experience in the real estate and financial arenas is an exceptional fit for their needs. Our approach goes far beyond the traditional ad campaign. For Mack-Cali, our plan is to integrate all media—print, web and more—to help take their image to the next level," said Green.

"The Mack-Cali organization is truly first-class, in every sense of the word," said Jeff Rubin, Results executive vice president and creative director, "and that makes their story even more interesting to tell. They're a client that not only appreciates—but demands—strategic thinking and uncommon creative. And that's exactly what we do here."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540