



Q Group forms new interactive division

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Led by Rich Cincotta, interactive media director, Q Group has added an interactive division. Now Q clients have the added benefit of Internet technology and design services, including web design and development, e-commerce applications, keyword/search engine optimization, e-mail marketing campaigns, banner advertising, and multimedia displays.

The Q Group is a business generation company. Unlike ad agencies, they pride themselves on the results their thinking generates for organizations. Results that are not just measurable, but build business.

They work with B2B and B2C companies, and provide a fully integrated service line-up (utilizing both traditional and digital media) that includes business and sales development, branding and positioning, advertising and marketing, public relations and market intelligence.

At the Q Group, marketing is your investment. And given today's economic uncertainties, you need to make even wiser choices. They help their clients calculate their return on their investment in us. They call it your return on marketing. You'll call it results.

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