

JANUARY 2009



Philter Communications Establishes In-house Web Department

After years of working with partner web agencies to fulfill the development of websites that Philter Communications designed, the company is excited to announce the creation of an expert web department in-house.

"With the growth of this industry and with so many of our clients moving their direct and promotional budgets online, it was clear that we had to take control of the entire online development process and establish an in-house department," says Phil Luisi, Production Manager at Philter Communications.

Philter's current roster of interactive clients include law firm Devry, Smith and Frank, television production company Buck Productions, technology firm IntelliResponse Systems Inc. and retailer Canadian Tire Petroleum.

Leading the team is Kevin Hisko. He comes to Philter with experience working on clients such as Sony Ericsson, Umbra, Magna International, Allstrea and Canadian Electrical Services to name a few.

"Your website should have a strategy all its own. It's a living element of your brand that allows for a level of frequency and relevance that print mediums can never offer," says Partner Janine Flaccavento. "Our online work goes beyond websites, to include direct, newsletters, and contests and promotions that allow your members to interact with your brand."

Philter offers complete in-house strategy, design, programming and development to ensure that our clients receive a holistic campaign.

About Philter

Philter Communications Inc. was founded in 2002 by Janine Flaccavento and Scott Reid. With backgrounds in publishing, advertising, and marketing, the partners started the company as a way of getting closer to clients. After years of enduring traditional agency life, they decided to create a company that is about getting everyone involved in the creative process. Philter is now a team of ten award-winning designers, writers, developers and strategic staff who work collaboratively, sharing experiences, anecdotes and knowledge to make every new project better than the last.

Philter Contact

All media enquires can be sent to:

Janine Flaccavento, Partner
Philter Communications Inc.
167 King Street East, Second Floor
Toronto, Ontario
M5A 1J4

janine@philtercommunications.com
Tel: 416-365-0460 www.philtercommunications.com