



For Immediate Release

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## **VISION CREATIVE GROUP, INC. IS MAKING MUSIC WITH CASIO PRIVIA® PIANOS**

October 2005 - Cedar Knolls, NJ – Vision Creative Group, Inc., has added Privia® Digital Pianos to its creative portfolio.

Over the past year, Vision Creative Group and Casio have worked on many exciting and innovative projects together. Vision is now playing a creative role with Privia® Digital Pianos by working on a new advertising and promotion campaign for the brand, including a sponsorship of the Doobie Brothers concert with WMMO radio in Orlando.

“We are very excited to be apart of this Casio product line” offered Andrew Bittman, President of Vision Creative Group. “It allows our media and creative teams to apply their talents to media outlets such as radio and promotional advertising”. The radio campaign focuses on the key benefits of Privia® Pianos, along with special Casio promotions. Point of Purchase display materials were also created to lend in-store support to the promotion.

Vision Creative Group, a Traditional Advertising and Interactive Agency, offers a wide range of creative, marketing and online services to national and international consumer product and business-to-business companies. Formed in 1987 and located in Cedar Knolls, NJ, Vision was ranked as the number 26 Advertising Agency in New Jersey by *njbiz* in their 2005-2006 Book of Lists.