



Issue Date: Daily Dog - September 9, 2010

Formula Tapped By Athena as AOR

Athena, the brand that fuses both fashion and function, recently hired national boutique agency **Formula** (www.formulapr.com) as its agency of record. In its charge, the firm is conducting campaigns that will introduce Athena to a broad range of media outlets and consumer targets, as well as pave the way for increased brand awareness and sales.

To kick things off, on August 31 Formula invited key media to a signature "PC and Polish" event at Dashing Diva nail salon in Manhattan, to introduce its portable Style PC. The goals were simple: to associate Athena with style, color, design and personalization, and create an opportunity for one-on-one interaction with Athena executives, driving coverage and building long-term relationships.

Attendees had the opportunity to view the line of six notebook designs, choose a polish color to match their favorite PC and indulge in a manicure or pedicure. Guests included women's and lifestyle media, consumer technology influencers, and high-profile bloggers.