

PRWeek

Belkin to boost consumer efforts with new AOR Formula

[Alexandra Bruell](#) January 19, 2011

PLAYA VISTA, CA: Belkin named Formula its AOR as part of an effort to heighten consumers' association between its products and brand. Following a competitive review, the agency sealed a one-year contract with a mid-six-figure budget.

The company's product categories are: networking, including products such as routers; mobility items such as iPad add-ons and cases; and "eco-conscious" products.

"They're trying to put a face to the brand," said Formula CEO Michael Olguin. "They want to build an emotional attachment to the ...