

PRWeek

Intima taps Formulatin as AOR

Kimberly Maul May 06, 2009

NEW YORK: Intima, a home product catalog sales company in the Hispanic market, hired [Formulatin](#) as AOR, effective April 7. The agency, the [Hispanic division](#) of Formula PR, will oversee a media relations campaign targeting national and regional Hispanic media, as well as women's, family, and parenting publications.