

Spin the Agencies of Record

By Patrick Coffee
April 24, 2014

- **Mosi Bicycles** chose **DRIVEN PR** as its agency of record. The California firm's primary responsibility will be promoting the company's new "vintage European-style" bike line. The release says the designs "are far from sacrificing beauty for quality"; unlike New York Citibike members, riders will know exactly who's been sitting on their seat.
- Colorado's **Backbone Media** will be the agency of record for **The Feed**, a subscription service founded by professional bikers that offers energy foods and "personalized nutrition coaching" to members. The company chose the firm due to its experience in the active lifestyle market. While The Feed allows members to tailor their packages to their nutritional needs, they probably don't cater to our "Whatever Tastes Good When We're Drunk" diet.
- **Roar Media** of Coral Gables signed with real estate listings service **Houses.com**. The firm will work to raise awareness of the service among homebuyers, real estate professionals and investors around the country. Unfortunately, they make no promises regarding affordable properties in south Brooklyn.
- **Coyne PR** will represent the **National Senior Games Association**, a non-profit organization dedicated to athletes over 50. The org, which is part of the United States Olympic Committee, chose Coyne to raise national awareness of its brand and to provide "program development and planning" services. No word on whether the NSGA will join the party in Rio two years from now.