

THE HAMILTON SPECTATOR

WHO DOES THAT?

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Kitestring Creative Marketing & Communications

Think of a small business as a kite.

It can't fly without a string.

Meet Jennifer Geekie and the gang. As friends and owners of Kitestring, they create identities for businesses in southern Ontario. From logo and brand design to advertising and website creation, they want clients to soar.

Recent success from The Hamilton Spectator Reader's Choice Award winner for best new business includes the new logo and website for Soccer World.

Accounts director Jennifer Hudder, and in-house creative director and illustrator Chris Farias once worked at the same marketing firm.

Geekie worked for a competitor. They met on a joint project and became friends.

They opened Kitestring in August 2007 and teamed up with Tourism Hamilton, Parks Canada, the Print Studio and the Firestone Institute to create brochures and newsletters.

Kitestring was also the promotional mastermind for the Sabawoon Bazaar for the Hamilton Art and Craft Market. The crew is sponsoring the Portrait of Sound at Hamilton Place. They also worked with the United Way on its Generation Next campaign.

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