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LA ads selected to package Papa Cantella's sausage brand.

Los Angeles, CA - LA ads announces its latest client acquisition, Vernon, CA-based Papa Cantella's Incorporated, producer of fresh and cooked sausages.

Initially, the agency is charged with increasing distribution of the brand's fresh sausages within the western states. Papa Cantella's also produces cooked product that is sold from coast to coast.

Agency president Dan Katz commented, "We're very excited to be working with Papa Cantella's. it's a great brand with a very successful track record, and their products are absolutely delicious. We're looking forward, as are they, to the agency's generating the kind of thinking that will propel them to the next level."

initial plans are for the agency to create trial through coupon and recipe ads, while increasing brand awareness with mobile and guerilla event marketing programs. Marketing is targeted at gaining new customers while encouraging replacement of other meats for sausage in various meals.

LA ads executives have a long history in working with packaged goods brands and bring their creativity and expertise to Papa Cantella's, while exercising their mission as an Agent of Change (R).

About LA ads

LA ads - A Marketing Agency - was launched twice, each time during a recession by veteran creative director Dan Katz. In 1991, the agency grew and evolved into PKPF, which was listed among the top ten independent advertising agencies in Los Angeles. Katz sold out of PKPF in 2004, but re-established LA ads in the recession of 2009 as a full-service marketing agency, an

Agent of Change (R). Capabilities include strategic development, branding, advertising, media buying, direct response marketing, online marketing, public relations and promotions. Current client industries include packaged goods, financial services, consumer electronics, medical services, real estate development, health & beauty, and funeral care.

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www.laadsmarketing.com.