

Myo-Med, Tom Brady and STG Media Corp. Team Up to Jump Start Myo-Med's 2008 Advertising Campaign

TEMPE, Ariz., March 5 (SEND2PRESS NEWSWIRE) – Superbowl quarterback, Tom Brady has agreed to be the face of Myo-Med, for the launch of their 2008 media campaign. BioForce, the makers of Myo-Med, recently appointed STG Media Corp. as their agency of record to assist them in creating brand awareness among athletes and arthritis sufferers nationwide.



Send2Press® Newswire

"We chose to work with STG Media Corp. to develop our print advertising strategy based on the company's wide range of knowledge in the advertising arena," President of BioForce, Wayne Beckstead said. "We wanted an advertising agency that doesn't just place ads, but develops strategic print media plans that support our retail launch and direct response program. We chose to work with STG because of their proven track record in the industry. We want to develop a clear strategy that will bring our products to the forefront of the joint, pain, and athletics market."

Some of the athletes to find relief by using Myo-Med include NFL athletes, such as, LaDainian Tomlinson, Willie McGinest, and two-time Super Bowl MVP, Tom Brady, as well as three-time WNBA MVP and Olympic Gold Medalist

basketball player Lisa Leslie. Along with helping athletes, BioForce has also focused on creating a product that caters to the needs of people with chronic muscle pain and arthritis. BioForce has consulted a large group of health care professionals specializing in muscle pain, arthritis and joint relief for the development of their product. Myo-Med and STG will work together to educate consumers of the all of the benefits the pain relief product can provide.

“We plan on differentiating Myo-Med from other topical pain relief brands on the market, by developing a media strategy that targets the arthritic, sports and chronic muscle sufferers separately and strategically,” CEO of STG Media Corp., Thomas Lark said. “We look forward to working in collaboration with Myo-Med to create one of the top pain relief products on the market.”

About STG

STG Media Corp., STG Retail Direct, and STG Interactive, LLC, work together to develop and execute strategic, national marketing campaigns. Based in Tempe, AZ, STG Media is a full-service advertising agency specializing in creative and media buying for print, television and radio. STG Retail Direct places products directly on the shelves of Wal-mart, Walgreens, CVS, Target, GNC, and thousands of grocery and convenience stores nationwide.

STG Interactive develops cutting-edge E-commerce solutions in addition to search engine optimization and search engine marketing. As the line between brand marketing and direct response blurs, brand advertisers move to be more accountable, and direct response marketers evaluate themselves from a brand perspective. STG helps clients navigate through the complex landscape of opportunities that exist within the context of modern, cross-media campaigns.

For more information about the STG family of companies, call toll-free: 866-834-4370 or visit: www.stgpress.com.

How the World Responds to You.(TM)

About Myo-Med

Myo-Med is the flagship product of BioForce, a health products company dedicated to naturally improving the quality of life for people of all ages. Myo-Med was created by health professionals and is recommended by doctors and athletes for those who refuse to let sore muscles, arthritis, or backache get in the way of living. Myo-Med provides pain relief through all-natural, toxin-free ingredients. Myo-Med's proprietary, all-natural nano delivery system carries anti-inflammatory ingredients deep into affected tissue to provide fast, lasting relief. It has been used effectively by those suffering such pain-causing ailments as arthritis, sports injuries, backache, strains, bruises and sprains.

All trademarks acknowledged.

IMAGES:

*(PHOTO 72dpi: Send2Press.com/wire/images/08-0305-STGMyoMedTB_72dpi.jpg)

*(PHOTO 300dpi: Send2Press.com/photobay/08-0305-STGMyoMedTB_300dpi.jpg)

*(Photo Caption: Quarterback Tom Brady to be the face of Myo-Med.)

News issued by: STG Media Corp.



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/08-0305-STGMyoMedTB_72dpi.jpg

#

Original Story ID: (3734) :: 2008-03-0305-004

Original Keywords: STG Media Corp, BioForce Myo-Med, health products company, print advertising strategy, Super Bowl MVP Tom Brady, CEO Thomas Lark, Wayne Beckstead, arthritic, sports and chronic muscle suffers, sore muscles, arthritis, or backache, pharma, anti-inflammatory ingredients deep into affected tissue STG Media Corp.