

NEW YORK, NEW YORK - 24fps Productions, Inc. the award-winning New York City based production company, announced yesterday the launch of Tripphoria, an interactive agency that will focus on the luxury travel space.

Through an alliance with Connecticut –based advertising agency, milk*, Tripphoria will be a one-stop-shop for travel-related marketing and promotion, targeting Hotels, Resorts, Tourism Boards, Airlines, Activity Providers, and more.

“Our alliance with MILK allows us to build-upon our existing experience in video and photography, offering travel clients a complete end-to-end marketing solution.” – Thomas Strodel, CEO of 24fps Productions.

The New York City based interactive agency will offer a-la-carte travel marketing services, including promotional video and photography, branding, web and mobile development, sales tools, paid media opportunities, targeted advertising campaigns, and more.

“Hospitality brands have such a unique opportunity in today’s market to drive the emotional triggers that consumers crave. Especially as you look at social media and how we can quickly and effectively tell new stories that are personal and approachable, this can really drive direct sales.” – Joe Sequenzia, Managing Partner, CEO, milk*.

Tripphoria

For more information, including example projects, visit: tripphoria.com

About 24fps Productions 24fps Productions is an award-winning New York City-based production company specializing in creating and producing original programming, commercials, and short and long-form narratives. For more information on 24fps Productions, visit: 24fpsproductions.com

About MILK

milk* is a Connecticut based advertising agency that makes ideas daily. With an exceptional resume of building profitable brands, driving sales through multi-media marketing programs, and creating stunning visuals identities, milk*'s customer first approach to the business provides clients with comfort and realized value in a partner. Founded in 2001, milk* has worked with leading global brands such as BIC, Italian coffee company illy, luxury resort Okemo Mountain and dozens more. Providing full service strategy & execution, milk*generates ideas that inspire.

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