Porzio Client Hero Group Profiled in Adweek

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Porzio client Hero Group was profiled in the *Adweek* article, "This Shop Helps Big Brands Reach Millennials With Purpose-Driven Marketing," by Katie Richards.

Hero Group is a full-service ad agency based in New York City. Company founder Joseph Anthony applies his passion for understanding youth marketing across various industries. According to Anthony, the company is founded on a "concept of purpose and how we can help brands engineer purpose into everything they do." Hero Group currently boasts Pfizer as its biggest client.

Hero Group is represented by Porzio attorney William F. Fitzgerald. Mr. Fitzgerald represents local, national and international clients in transactions involving agreements such as artist management, literary publishing, film and television, models and modeling agencies, professional sports, and employment contracts. He represents clients ranging from domestic and international professional athletes and artists to industry executives, in various litigation matters.

To read the *Adweek* article, please click here.