

## Crescendo Corporation of Second Life Outsources its Advertising Unit to Real Life Company Setori Spire

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Category: [IT, New Media & Software](#)

Press release from: [Crescendo Corporation](#)

Agency: **Crescendo Corporation**



Second Life, Second World (185, 130, 41) - November 6, 2007; Continuing to increase their high quality standards in public relations and marketing. The public relations powerhouse of Second Life (SL), Crescendo has chosen the renowned (SL) & Real Life (RL) metabranding company Setori Spire to manage all of their clients advertising needs.

Setori Spire is a Virtual World Metabrand Agency, specializing in helping companies, organizations and individuals maximize the true potential of virtual worlds such as Second Life.

While started as a graphic design and integration company, Setori Spire - with well over 200 in-world and real life clients, has grown to add and deliver complete solutions to include: Building/Architecture, Strategic Planning, Brand Integration, Managed Event Coordination, Scripting, Virtual Real Estate Solutions, Custom Object Creation, and much more.

The Crescendo CEO, Cadence Juran states, "With a focus on Crescendo's core which is offering our clients and customers innovative public relations and strategic marketing, I have decided to make a tactical decision upon which I will now outsource all of Crescendo's advertising work and requests to Setori Spire and his firm."

Ms. Juran continues by saying, "Setori has set a standard that is UNMATCHED in SL and I am extremely proud to call both Setori and his firm a partner and a friend of Crescendo."

For more information on Crescendo, please visit their website at [www.cdocorp.net](http://www.cdocorp.net) or contact Cadence Juran in world.

For information on Setori Spire and his services, go to [www.setorispire.com](http://www.setorispire.com) or contact Setori Spire via IM in SL.

For all media & press related inquiries, please contact in Second Life, Cadence Juran, CEO - Crescendo Corporation. Crescendo Corporation is a member of the Metaverse Press Association.

Crescendo Corporation  
Crescendo's Second Life HQ - Second World (185, 130, 41)  
Group: Crescendo Corporation

About Crescendo Corporation:

Crescendo Corporation is considered the public relations powerhouse of Second Life that delivers innovative and strategic communications solutions.

Our purpose is to derive value by offering our clients integrated public relations services & marketing strategies that will raise the bar on brand performance and public awareness with in Second Life and outside the Second Life platform.

[You can find this press release here](#)