



# Intrepid museum hires Hauppauge firm

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The newly refurbished Intrepid Sea, Air & Space Museum has a new ad agency. Austin & Williams in Hauppauge has been named the advertising and marketing agency of record for the retired aircraft carrier, one of the world's largest

maritime museums.

The agency was named after a "very competitive review," according to a museum statement. Neither the agency nor the museum disclosed a dollar amount for the account.

After a renovation that began in 2006, the 900-foot-long Intrepid is scheduled to return home to Manhattan's Pier

86 in October. The museum will reopen on Nov. 8 for Veterans Day weekend.

"We wanted to move forward with a new branding campaign that will reflect the importance of the museum," said Susan Marenoff, the museum's executive director.

Austin & Williams will develop marketing strategies and the

creative work in a branding campaign that will cross many different media.

"We are truly proud and honored to have been selected to relaunch the Intrepid Sea, Air & Space Museum, a historic landmark that is one of our nation's most compelling symbols of heroism," said the agency's president Ken Greenberg.