

## J.H. Cohn rolls out new campaign >> NEW YORK

**N**ortheast super-regional CPA and business advisory firm J.H. Cohn has unveiled a new ad campaign with the tagline, "The Experience to Face the Unprecedented."

The effort, which continues to use Major League Base-

ball manager Joe Torre as the firm's spokesman, will appear in outdoor, print and radio spots. Currently print ads are running in *The Wall Street Journal* and *The New York Times*. Radio spots are scheduled to begin in September.

Torre, currently the manag-

er for the Los Angeles Dodgers, has served as J.H. Cohn's corporate spokesman for four years.

The campaign, which it is estimated will spend between \$5 million and \$8 million, was created by the New York-based branding agency of DiMassimo Goldstein. **AT**

