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Island ECN targets new ads at traders

[NEW YORK] **Island ECN**, which provides an electronic securities marketplace, **breaks a \$15 million campaign**, dubbed "You, The Trader" this week via DiMassimo Brand Advertising, New



York. The campaign includes print ads and three TV spots directed by Tony Scott. Details on the media buy were not disclosed. "The campaign revolves around powerful insights into the workday of our core audience of professional traders," said Thorsten Schmidt, director-brand marketing for Island ECN.