



**Connecting the Marketing Community**

## **Media Motion**

February 04, 2011

**Announcements by BlueCava, J.D. Power and Associates, and Gorilla Nation, plus other news about industry hires, partnerships, and launches.**

Gorilla Nation, announced the launch of totallyher, a vertically focused media services business designed to organize Gorilla Nation's female audiences, research, specialized ad products, and sales efforts.