

In today's pr market, it is more challenging than ever to cut through the noise and be seen. We can do that and more.

We bring you over 15 years of working experience ranging from entertainment to corporate focus. dkpr specializes in launches, corporate events, the entertainment industry, and issues and crisis management, special events, galas and fundraising events.

We get results through established relationships and continuing dialogue with key editors and producers (or media partners). That means we are in the know and understand what stories the media are looking for and when.

dkpr is uniquely positioned to create a comprehensive campaign, utilizing not only traditional methods but also the added value of digital technologies: our multi-tiered campaigns reach not only your target audience but also viewers on a worldwide level.

## public relations & corporate marketing expertise

Our extensive media relations background in entertainment and tourism marketing has established a highly successful reputation in these markets. We also have a large comprehensive media database with media contacts in the arts, entertainment, business, sports and travel and tourism industries across Ontario and Canada.

dkpr has a strategic alliance with EnTechneVision Inc., a web development and databasing company providing online marketing and strategic communications with delivery reporting and real-time stats: our expertise, and their software services, provides an unparalleled combination in results-based campaigns for publicity events, launches, and offerings.

**for a full list of services, visit**

[www.dkpr.ca/services](http://www.dkpr.ca/services)

## results: success stories

### **Andrea Hair Removal Products, Product Excellence Inc.**

dkpr created a successful media relations strategy to promote Canada's most popular current Andrea Hair Removal Product for women and handled the product launch for a new men's line of products that secured key placements in newspapers and magazines across Canada.

### **Ivory Soap, Proctor & Gamble**

In collaboration with Moxie Public Relations, dkpr had the opportunity to work with Proctor & Gamble to promote the new Aloe Ivory soap bar and 125th anniversary of Ivory soap. dkpr was given the task to pitch Ivory soap to marketing and business editors and writers to promote Ivory as one of the first mainstream advertisers in Canada and the United States. dkpr successfully secured key articles in marketing and business magazines and newspapers.

## Maxxium Canada

dkpr conceived and managed three successful events for the advertising agency The Media Company, and managed an event at the Magna Golf Course and tasting and handled the media relations for Maxxium's **Highland Park Scotch** and The **Macallan Scotch** brands securing national media coverage for two Scottish Brand Ambassadors in newspaper and television.

## Shrek Nutritional Bar for Kids, Product Excellence Inc.

dkpr created and executed the product launch and media relations campaign across Canada in conjunction with the worldwide release of the film "**Shrek II**". Dkpr organized promotions with major national media coverage in print, television and radio and successfully negotiated sampling programs at several high profile events across Ontario including one with the Toronto Sun. The Shrek Nutritional Bars for kids distributed by Product Excellence Inc.

## Healing Journey At Home

dkpr conceived and implemented an Ontario-wide media relations campaign to promote the **Miles To Go Walk** for the Healing Journey At Home for Princess Margaret Hospital Foundation. The Miles To Go Walk was an 840 km journey by one man, Steve Kay, across 22 cities and towns from Windsor to Ottawa to raise funds for a new grassroots non-profit organization who distribute at home kits to cancer patients that help them cope with the stress of a cancer diagnosis. dkpr implemented a successful program that captured media attention in all major cities across Ontario with over **9.25 million media impressions**.

## Jackie Mason, Baci Management Inc.

The reigning king of one man shows, comedian Jackie Mason hit Toronto in July of 2004 with his Broadway hit, **Jackie Mason: Freshly Squeezed** at the Winter Garden Theatre in Toronto. dkpr was successfully conceived and executed advertising media partnerships, media

coverage for the Just For Laughs Comedy Festival appearance in Montreal as well as in Toronto. Jackie Mason said "I have worked with PR companies all over the U.S. and I believe that everyone else is in the wrong business after working with dkpr".

## McLuhan International Festival of the Future

dkpr created a successful PR and media relations campaign for the inaugural McLuhan International Festival of the Future in October 2004 successfully building tourism partnerships across southern Ontario. dkpr coordinated press conferences, over 50 media opportunities in 20 locations around the Greater Toronto area. dkpr secured key placements in print, radio and television in Toronto and across Ontario gaining close to **40 million media impressions**.

## Brigitte Gall star of Me, My House and I, Mountain Road Productions

dkpr in conjunction with the Women's Network implemented a media relations campaign to launch the second season of the hit television home improvement show Me, My House and I, hosted by comedian Brigitte Gall. **In a three-month period, dkpr delivered profile press coverage for Brigitte Gall with major print, radio and television media across Canada.**

## Evil Dead: The Musical, Taurpro Entertainment

dkpr acted as public relations consultants for a workshop production staged in Toronto in preparation for the debut of the show at the **Just For Laughs Festival 2004** in Montreal. The show experienced overwhelming success at the festival after a new production team rejuvenated the production.

## Forever Tango, Baci Management Inc.

Luis Bravo's world renowned Broadway hit **Forever Tango**, danced its way into the Elgin Theatre in November. dkpr created a successful marketing and media relations strategy by

organizing major key promotions in The Globe and Mail, Toronto.com, CFRB Radio, advertising, media sponsorships, group sales; ultimately securing media coverage in print, radio and television in Toronto and selling more tickets than any other city on their North American tour. **Media promotions were valued at over \$300,000.**

## **Susan Hobbs Gallery (Toronto)**

For the first time in history, the Canada Council identified a grant for marketing and dkpr created a strategic media relations campaign to publicize gallery dealers and their artists, which helped the Gallery successfully receive a grant from the Canada Council to implement an awareness campaign and database creation to promote Commercial Dealers, their artists and Art Galleries across Canada. A targeted email campaign, a new database, and e-invite system were developed in association with Logograph.com. **Major front-page media coverage was obtained for several artists in the Globe and Mail, the National Post and The Toronto Star.**

## **Dubai International Film Festival, Dubai Media City**

dkpr in association with Xybermedia Inc., a special event and production company, acted as the communications firm for the Toronto International Film Festival international announcement of the Dubai International Film Festival and hosting a reception at the Windsor Arms Hotel. The event was presented by His Highness Sheikh Mohammed bin Rasid Al Maktoum, the Crown Prince of Dubai. **dkpr successfully worked with over 100 international journalists before and during the party, which secured placements in international film trade publications and national magazines and newspapers.**

## **Kiwanis Club of Toronto**

dkpr successfully planned and executed a fundraising event for the Kiwanis Club of Toronto Boys & Girls Club at Podium Restaurant located on the 5th floor of the Olympic Spirit Building to build awareness and funds for the

Holiday Camp for Kids. dkpr organized a silent auction and secured over 30 silent auction items as well as numerous door prizes from local businesses and organizations. The event raised approximately \$10,000.

## **TRUE STAR HEALTH Inc.**

dkpr created a national media relations campaign to promote the Truestar Health focus group study with 11 Canadian families, its nutrition and fitness experts as well as their website, [www.truestarhealth.com](http://www.truestarhealth.com). Truestar Health is the first online health resource to focus on complete health programs for all age groups. The Truestar Health system is based on the premise of incremental change: the synergistic effect of a series of small, positive changes in each of the five key areas helps to improve all aspects of life, one day at a time. This is the foundation of the Truestar Synergistic Personal Training System™ (SPTS). dkpr designed and implemented a successful program to build their brand attracting national media attention.

## **Jane Goodall's**

### ***Wild Chimpanzees***

Science North (Sudbury) in association with the Ontario Science Centre hired dkpr to launch the Canadian release of the IMAX film and to organize Jane Goodall's only four-day press junket in Canada. A press conference was held at the Famous Players IMAX theatre resulting in international coverage.

## **Royal Ontario Museum**

Hired to be the account director for the exhibit **Auguste Rodin – From Plaster to Bronze** and to facilitate all marketing materials with various government and independent consultants hired by the MacLaren Arts Centre, Barrie, Ontario where the collection currently resides. dkpr also prepared the creative for the website and wrote the site in cooperation with its technology partner Entechvision in Montreal.

## **The Sean Cullen Show, Insight Productions Inc.**

Recognized as one of the most successful television show launches in the past 25 years by the President of Insight Productions' and Head of Drama for CBC TV. Comedian Sean Cullen was the national cover story from Vancouver to Halifax. Sean Cullen became a household name in Canada in 2003: **highlights were cover stories on three major television guides the week of his show's premiere.**

## **Giant Screen Theatre Association International Conference**

Managed an international publicity campaign to the film business trade publications and local media to increase the exposure of the GSTA for their first conference in Canada to celebrate 25 years of giant screen film making in all formats including IMAX.

## **Women Entrepreneurs Conference (WEC)**

Conferences need to differentiate themselves and if they have been on and off for a series of years, the challenge began. This North American conference happened during the SARS outbreak in Toronto and attracting delegates from other cities became the challenge overall. We organized a press conference, media interviews for Sheila Copps, M.P. and hosted a reception for the U.S. Consul General.

## **Bea Arthur on Broadway: *Just Between Friends*, TaurPro Entertainment**

After a successful run on Broadway, actress Bea Arthur invaded Toronto... well that's what you would have thought. Her face (and signature voice) was everywhere and her show a success at the box office.

## **Yuk Yuk's Grand Opening**

We organized the opening night party and campaign to promote Yuk Yuk's 25th Anniversary and personal publicity for its owner Mark Breslin.

## **Roger's Video**

Along with Vancouver partner Pace Communications, dkpr executed a Toronto store opening in Mississauga with sports celebrities **Darryl Sittler** and **Marnie McBean**. Various promotions were created such as the Christmas Gift Box store campaign, Rogers Video's weekly Top 10 lists, and regular trade publication press.

## **Walt Disney Records**

Responsible for launching three new titles for read-a-long tapes, CD ROMs and books in Canada. Media was launched for Christmas campaign with interviews for the CEO of Disney Records Canada.

## ***This Is Our Youth* MacIdeas**

During a two-month period, actor Woody Harrelson was all the buzz in Toronto preparing to direct both the play "This Is Our Youth", and promote his film "Go Further" at the Toronto International Film Festival. Regarded as the hottest ticket in town, dkpr maximized the play's renowned international reputation into a broadly based international publicity campaign that blanketed the city's print, broadcast and Internet media several times over as well as media in New York and Los Angeles. This was achieved by strategizing the publicity potential of every cast member through media relations. **The result was a consistent flow of interviews and articles throughout the entire 6-month campaign.**

## **clients**

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[www.dkpr.ca/clients](http://www.dkpr.ca/clients)