

DRAWN the power to attract attention

The Newsletter of Diana Robinson & Associates

July 1, 2006

Introducing: DRAWN

Welcome to the first issue of DRAWN! The time seemed right to create a newsletter that would provide information to clients, friends and associates about what I'm doing and what's going on in the marketing communications industry.

Why the name DRAWN? When I was searching for a name, the word stood out. Not only does it include the DR & A letters, the definition spoke to what we as marketers work hard to do every day – draw attention to products, services, people, companies, places, initiatives and ideas. The power to attract attention is at the core of everything we do.

I hope you find the newsletter informative and interesting. If there is a topic you'd like to see covered in DRAWN, please send me an e-mail and let me know.

The Swarm: A buzz that could affect your business

While at the IABC International Conference, I attended a number of seminars, but perhaps the most valuable was presented by Tod Maffin, one of Canada's most influential futurists. He spoke about swarm communicating, and how fast viral swarms on blogs can bring down companies today. His lessons included:

- A web swarm is a mass of like-minded people who jump on one issue.
- As communicators we must become a trusted member of the swarm.
- If swarmed, you must react quickly, with the right attitude.
- Companies must monitor what's being said on web sites and blogs.

For more information, please give me a call.

DR & Associates wins two industry awards

I was honoured recently to receive two industry awards for my work last year to help Sean "P. Diddy" Combs launch his fashion line of clothing in Canada.

To reinvigorate the Sean John clothing brand in Canada, I created an exclusive, "By Invitation Only" event that allowed an inside look at the line's "not just a brand, but a lifestyle" character, and coordinated one-on-one media interviews with Mr. Combs in

Montreal and Toronto. The result: a party that national media called "the event of the season", headlines that read "P. Diddy takes T.O. by Storm", throngs of screaming fans packing MuchMusic's Queen Street studios, more than 300 minutes of radio and television coverage, more than 221,811,000 impressions generated across Canada, more than \$17,294,870 in editorial coverage generated, and a ROI of 100 times the total budget.

The International Association of Business Communicators (IABC) recognized the program with a 2006 Gold Quill Award in Media Relations at its international conference on June 5 in Vancouver. This year's Gold Quill received 1,175 entries from 27 countries. The Sean Jean program also received a 2006 OVATION Award in Media Relations from the IABC's Toronto chapter on May 25 at its annual gala.



IABC President Warren Bickford presents me with a Gold Quill Award.

Diana Robinson & Associates has moved!

It's official! I've moved. Please see my new address below.

Please note the change to the e-mail address. At first glance, it looks the same but the provider has changed. My cell phone number remains the same at 416-871-5420.

Diana Robinson & Associates

MARKETING COMMUNICATIONS | PUBLIC RELATIONS

35 BRADY LANE, GUELPH, ONTARIO N1L 1A4
TEL.: (519) 829-3804 CEL: (416) 871-5420 FAX.: (519) 829-3805
E-MAIL: dianarobinsonassociates@rogers.com