

# DRAWN & the power to attract attention

The Newsletter of Diana Robinson & Associates

August 2006

## *Strub's Launches First Organic Pickles in Canada*

Diana Robinson & Associates has just helped Strub Brothers Limited launch the first organic pickle in Canada. The Brantford-based, family-owned and operated business has launched Strub's Organic Refrigerated Pickles in Bread & Butter and Kosher Dill flavours.



"We know Canadians are looking for healthier, fresher-tasting foods, and that organic product sales are growing by 20 per cent each year," said Arnie Strub, Vice-President of Marketing for Strub Brothers Limited. "Our research shows that this appeal for organic pickles is more than a trend; it has become a lifestyle for many Canadians who want to ensure that they are eating as healthy as possible while also protecting the environment in their own small way."

Coverage of the new product launch has appeared in newspapers across Canada over the past several months.

Diana Robinson and Associates has worked closely with Strub's since 1999, winning five industry awards for media relations, marketing communications and writing along the way.

## **PR Success = Proper Evaluation**

Evaluating a PR program is often the most overlooked part of any campaign. An industry survey found that while communicators believe they must contribute to ROI, most don't have the proper assessment systems in place. To measure, you need to:

- clearly identify principle messages, key target audiences and communication channels;
- set specific, measurable PR goals and objectives;
- identify your benchmarks before starting your program;
- measure your outputs and outcomes;
- plan your ROI;
- analyze the information that you are receiving each step of the way, looking for answers and opportunities.

For more information, please give me a call.

## **Speaking of...**

At the Canadian Institute's Communications College in June, the premier conference for communicators in Canada, I presented a case study dealing with the real-time crisis and high-end media coverage associated with the launch of P. Diddy's fashion line in Canada. In another presentation, I used real life examples to illustrate how a communications plan can yield tangible returns that can be understood and valued by an organization's management. I also chaired the day-long session on measuring and evaluating communications performance.

### *15% Discount For You*

I will be making a presentation about measuring the performance of your communications strategy at the Institute's Strategic Communications in Healthcare conference September 25 - 26 at the Sutton Place Hotel in Toronto. As a speaker, I have arranged for a 15% discount off the conference registration for my clients and colleagues. If you or one of your co-workers would like to attend, please call The Canadian Institute at 1-877-927-7936. Be sure to mention me and quote the Priority Service Code 589J07.S to obtain the discount.

**Diana Robinson & Associates**

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