

# DRAWN & the power to attract attention

The Newsletter of Diana Robinson & Associates

October 2008

## *Diana Robinson & Associates Named Independent Agency of the Year*

It's been a banner year for Diana Robinson & Associates. We've won a total of seven awards for the client work we did in 2007 and capped it off by being named the 2008 Independent Agency of the Year at the IABC Toronto Ovation Awards. Other awards include:

- IABC Toronto Ovation Awards 2008 Award of Excellence for Media Relations  
IABC Toronto Ovation Awards 2008 Award of Excellence for Special Events  
Beyoncé and the Launch of Deréon in Canada
- IABC Toronto Ovation Awards 2008 Award of Merit for Media Relations  
The Launch of Catelli Smart Pasta
- IABC Gold Quill 2008 Award of Merit for Media Relations  
The Launch of Catelli Smart Pasta
- IABC Canada 2008 Silver Leaf Award of Excellence for Special Events  
IABC Canada 2008 Silver Leaf Award of Merit for Media Relations  
Beyoncé and the Launch of Deréon in Canada

We are honoured to be recognized for our ability to turn a client's communication and marketing needs into ideas that create awareness and generate results, and we are excited that these programs will be published as case studies.



### Speaking of...

On November 5, 2008, I will be in Toronto presenting at the Strategic Sponsorship Marketing: The Canadian Summit conference. I will discuss the work I did with international consumer products marketer Henkel, a sponsor of the IIHF World Cup hockey championships. The presentation will showcase how we generated more than 924,474,985 impressions, 62 times the target and an ROI of 575 times the goal.

I have arranged for my clients and colleagues to receive a \$70 discount to attend the conference. When registering online, to receive the discount, enter DROB in as your subscriber number and then proceed with registration. For more information, please go to [www.sponsorship.ca](http://www.sponsorship.ca)

### 10 minutes...30 minutes...what would you do with extra time?

Would saving an extra 10 or 30 minutes a day making dinner really be that big a deal? Yes, say Canadians. A recent survey conducted by Angus Reid Strategies for Minute Rice Whole Grain Brown Rice found that more than 75 per cent of time-starved Canadians say they would spend an extra 10 to 30 minutes a day on themselves. With an extra 10 minutes, 39 per cent of Canadians said they would nap, relax or rest. Now Minute Rice Whole Grain Brown Rice wants to know what you would do with an extra 10 or 30 minutes. Log onto [www.minutericetime4you.ca](http://www.minutericetime4you.ca) before November 15, 2008, tell us how you would spend an extra 10 or 30 minutes and you could win the services of a personal assistant for the day. Whatever it is, Minute Rice Whole Grain Brown Rice wants to help you create extra time in your day. And they'll give you \$10,000 to spend enjoying that extra time!

### On a personal note

As many of you are aware, my father passed away earlier this summer. I would just like to say thank you for your condolences. As a communicator, I know how important the value of sharing and expressing ideas and thoughts are, but this time has really brought home to me how much they can truly mean. I cherished them all.

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](mailto:dianarobinsonassociates@rogers.com)