

# DRAWN

## the power to attract attention

The Newsletter of Diana Degan & Associates

January 2011

### A New Year, A New Name

Happy New Year everyone!  
The start of a new year seemed the perfect time to officially launch a new business name.

As many of you know, my life has undergone a number of changes. With that came a business decision: to change or not change my name and subsequently, my business name. A hard choice after you've been building your reputation for more than 23 years and running your own business for almost 10 years.

In the end, I decided the time was right for me to return to using my maiden name. After much paperwork, I realized the new year would be a wonderful time to start out with a new name. So, as I celebrate my 10<sup>th</sup> year in business, I launch my new business name: Diana Degan & Associates.

Same great strategy, same great innovative approaches, same great award-winning results...just a new name! Oh...and a new email address...and a new website address...well, you get the picture!

### Top 10 Consumer Trends

At a recent presentation by Shari Allison, Executive Vice President of Northstar Research, the following top 10 consumer trends were outlined:

1. Health & Well Being
2. Convenience
3. Eco-friendly
4. Caring Companies
5. Connectivity
6. Pink Power
7. Grey Power
8. Value Seeking
9. Recession Rattled
10. Premium Experiences

Want more info? Send me an email and I'll send you the highlights.

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### IABC/ Toronto's Independent/Small Agency of the Year!

I was honoured to be named by IABC/Toronto as their 2010 Independent-Small Agency of the Year for the third year in a row.

In addition to this award, I received an Award of Excellence for Media Relations and an Award of Excellence for Social Responsibility for Economic, Societal and Environmental Development for a program I created for Henkel Canada's Purex Natural Elements laundry detergent. The "Little Drops, Big Ripples" program was created to generate awareness of the biodegradable laundry detergent by getting consumers to think about what they are putting down their drains and into our water system.

The program asked Canadians to provide tips on what they could do to keep our water systems clean.

It also included the development of a free online classroom component that gave teachers downloadable tools to discuss environmental issues surrounding Canada's water system with their students.

The program generated more than 214 print and online articles and 84 radio stories and 15 digital outlets ran stories, creating more than 485 million impressions. The contest received more than 81,000 entries, including 273 sent in by teachers and their classes. The website had more than a million page views.

The client was thrilled and liked the name so much, they trademarked "Little Drops, Big Ripples".



### First Ever Women Build House Raised in Guelph!

I was proud to be a member of the organizing team behind the first ever Habitat for Humanity Women Build project in Guelph this past year.

In addition to being a member of the committee that planned and executed the Mardi Gras Gala that raised \$10,000 for the build, I was a member of the PR Committee and created the logo.



And I actually picked up a hammer and drove nails to help build the house!

The experience was an exciting one and I made many new friends as I helped a local single mother achieve her dream of home ownership.



All the best for a great 2011!!