

DOUGLAS MARKETING GROUP

Multiple awards for Douglas Marketing Group sweeten international firm's 25th anniversary celebration

Firm's history is dotted with U.S./Canada cross-border marketing initiatives

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Windsor/Detroit – Aug. 9, 2016 – Douglas Marketing Group (DMG), an international marketing and PR firm with a 25-year history of award-winning creative initiatives, is pleased to add several new awards to its collection as the firm continues to celebrate its quarter century anniversary in 2016. The awards are:

Summit Creative Awards

- Consumer Image Website (Gold): Zing! Healthy Foods™
- Consumer Image Website (Silver): Wolfhead Distillery
- Packaging-Single (Bronze): Zing! Healthy Foods™ Chefs Sampler

Hermes Creative Awards

- Business to Business Website (Platinum): Erie Architectural Products
- Business to Business Website (Gold): Ideal Shield

Aster Awards

- Special Video Production (Gold): Essex-Windsor EMS Outreach Video

Kay Douglas, DMG founder and president, reflected on the firm's recognition and growth.

“Industry awards affirm that the creative work we are doing for our clients is compelling, appealing and has the appropriate call to action,” Douglas said. “It's especially gratifying to receive so many awards in the year we celebrate 25 years in business. From a one-person start-up in 1991 through 9/11, the recession and to current days where business energy and activity on both sides of the border are brisk and reinvigorated, it continues to be an exciting challenge to run a full-service agency.”

DMG has 15 staff members and offices in Windsor and Niagara, Ontario, and Detroit. With an early focus on technology, combined increasingly with a menu of content creation options, proprietary software and trademarked and licensable marketing campaigns, DMG has built a reputation as a cross-border powerhouse.

“Among other achievements, we've positioned DMG as the pre-eminent marketing firm for events and initiatives that need to engage U.S. and Canadian audiences in business, healthcare, government, travel and entertainment,” Douglas said. “That's the reason for opening our Niagara, Ontario, office earlier this year. Like Windsor and Detroit, Niagara is parallel to the

Buffalo area on the U.S. side and the region has a need for marketing campaigns that can meaningfully reach both sides of the border.”

Examples of recent cross-border assignments for DMG include the June 2016 *U.S. Canada Summit - S.A.G.E.* (Strategy. Advocacy. Gateways. Engagement.) Held on the campus of Ohio State University, S.A.G.E. featured keynote speakers Ohio Gov. John Kasich, U.S. Ambassador to Canada, Bruce Heyman, and Under Secretary of State for Economic Growth, Energy and the Environment, Catherine A. Novelli. DMG also worked with Cirque de Soleil for the tenth time to market its 2016 stop in Windsor/Detroit in June.

Earlier this summer, DMG announced it entered into a licensing agreement for the use of its *It's In Your Jeans*™ men's cancer awareness campaign with a Mich.-based health advocacy group. It was the first licensing agreement for DMG and includes use of its proprietary software solution, the DMG Big Picture Landscape® software.

The campaign was originally created by DMG in 2012 in collaboration with the Windsor Essex Cancer Centre Foundation in Windsor, Ontario, and helped the Centre surpass its fundraising goals by \$1.4 million, six months in advance of the deadline. Due to the success of the campaign, DMG partnered with the Windsor Essex Cancer Centre Foundation in trademarking *It's In Your Jeans*™ for use in prostate cancer and men's health fundraising campaigns throughout Canada and the U.S.

DMG will officially celebrate its anniversary at an event planned for the fall. As part of the anniversary happenings, the firm is interviewing 25 DMG clients from Canada and the U.S. to glean their top 5 insights on leadership. The leadership tips will ultimately be housed on the DMG Summit section of the firm's website; the DMG Summit is geared to leadership idea exchange. A college scholarship will also be part of the 25 leaders feature.

About Douglas Marketing Group

Celebrating a quarter century of providing art- and technology-infused, relationship-based marketing solutions, Douglas Marketing Group (DMG) is the visionary behind the marketing brand management software and visual roadmap, DMG Big Picture Landscapes® and its companion software, ROIAlly™, the strategic marketing return on investment budget tracker. With offices in Windsor and Niagara, Ontario and Detroit, the full service marketing and public relations firm offers international reach and local appeal. Learn more at <http://www.experiencedmg.com>

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