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International Border Region Gives Windsor-Detroit-Niagara Agency a Winning Position

(November 12, 2015) Windsor, Ontario, Canada - **Douglas Marketing Group (DMG) - a full service agency with Women Owned certification in the U.S. and Canada** - has been at the forefront of bridging international relationships and promoting our region for its international positioning. Working with organizations in Detroit, and opening an office there in 2005, has eliminated boundaries and allowed DMG to capitalize on their breadth of services. With a stronghold on strategic partnerships, developing both Business to Business and Private Public relations, DMG is helping to set the groundwork for putting our region on the international map.

DMG President, Kay Douglas, was named one of 2015's Top 10 Michigan Businesswomen, which saw DMG wrap up the year with 4 international awards. Recognizing DMG's in-house talent, the Aster Awards honored them with two silver wins across two categories:

The Windsor Essex County Cancer Centre Foundation's Program Brochure beat out 3,500 entries worldwide.

Windsor Regional Hospital Foundation - Building Our Strengths: Single Site Hospital Awareness Campaign also rocked the competition.

The WRH campaign and roll out leveraged DMG's proprietary software, Big Picture Landscape®, developing a campaign that brought stakeholders together and made the case for a new single-site acute care hospital in Windsor. The Landscape pulled all key marketing elements together in one place, giving the WRH team the full vision. Seeing how all the pieces worked together was important for getting everyone behind the campaign and, ultimately, led to its success.

"The Communications Team at WRH has had the opportunity to BETA DMG's software, supporting the Big Picture Landscape® visual marketing plan, which has been instrumental in the software's launch and ongoing success. We are so proud to work with the team at WRH and applaud the vision that will be taking our region's healthcare to the next level" says Kay Douglas, President of Douglas Marketing Group.

"Our work with foundations really comes from a place of passion," says Kay. "Over the years, we've developed several highly successful fundraising campaigns for a variety of clients. Ensuring all these vital services are available is central to building strong, healthy communities, and I'm proud of the part we play in that."

Douglas Marketing Group was also recognized for their work with Walkerville Brewery – winning the coveted Summit Creative Award. Having previously won a silver in 2014 for their branding work with the Brewery, DMG captured a gold in August 2015 for Walkerville's Honest Lager packaging, launching a modern yet classic design that celebrates the rich history of the brewery and its local area of Walkerville.

According to DMG vice-president, Liz Farano, "We are so proud to be recognized as leaders in an international arena, since many of our team members are graduates from St. Clair College and the University of Windsor. Windsor-Essex has produced exceptional talent and that's what makes what we do for our clients possible."