october-design

AT A GLANCE
PUBLIC RELATIONS

PR: EVENT COVERAGE

Flying Scot Inc. retained October-Design to help elevate the Flying Scot brand in key markets during the U.S. National Sailing Championships. October-Design was able to secure and deliver four feature articles in three different sailing industry publications including Sailing World, Sailing and Sail Magazine and three feature articles, one in New York Daily News, The Journal News (New York City), The Capitol Press (Washington DC).

PR: ONGOING SUCCESS

M-Boss Inc. is the manufacturer of tin ceilings. October-Design has been the agency of record for M-Boss for over five years. Below are some of the PR successes from the past year alone:

- M-Boss Inc. dominated several stories in key trade and consumer magazines such as Victorian Homes, Walls and Ceilings and This Old House
- M-Boss Inc. placed stories in 280 newspapers (73% in the Top 50 markets) which yielded 14.3 million readers.
- During a six-month period, a total of 151 TV and 224 radio broadcasts aired; yielding a total audience of 140,533,527.
- M-Boss Inc. products have been featured on these popular TV shows during the past 12 months: Extreme Makeover: Home Edition, HGTV, DIY Network, Christopher Lowell, and Dean Johnson's Hometime.