

HEATHER KRUG

PR & MARKETING

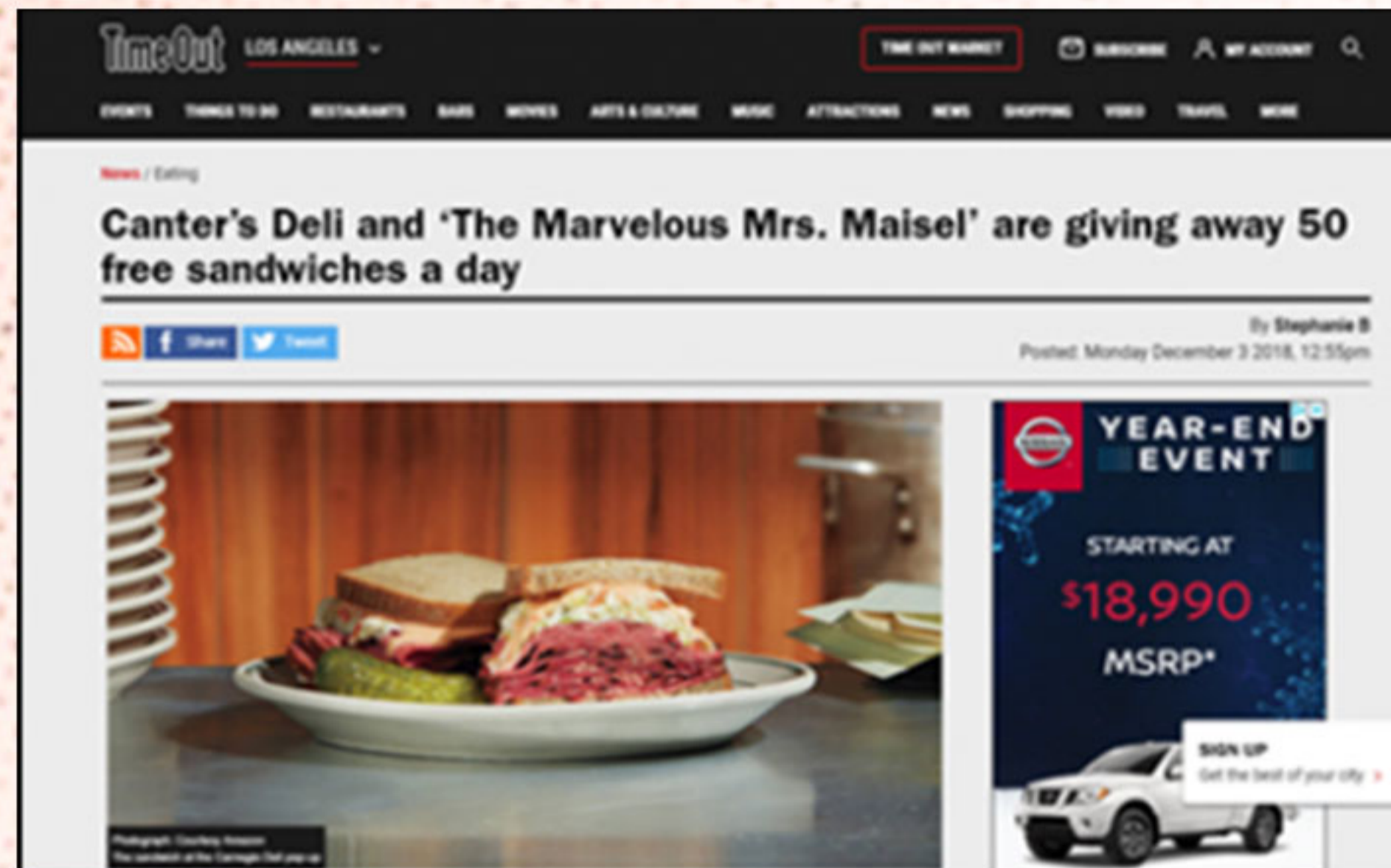
(PR consulting work with Allied)



THE MARVELOUS MRS. MAISEL

CHALLENGE: Generate awareness and buzz for “The Midge” sandwich as part of Amazon Prime Video’s partnership with Canter’s Deli to celebrate the second season of Emmy Award winning series, “The Marvelous Mrs. Maisel.” Allied Global Marketing created and serviced a media alert to local and national, LA based broadcast, print and online outlets to spread the word on the promotion and garner media interest to receive “The Midge” sandwich

SOLUTION/RESULTS: The agency facilitated press drops with media that were interested in experiencing “The Midge” sandwich. Submitted calendar listings to draw more consumer attention, and coordinated logistics with Canter’s Deli for media deliveries. Hired Getty Image photographer to take footage of customers enjoying the sandwich and signage in the deli. Media shared photos on their social media pages of “The Midge” sandwich after receiving, in addition, various stories highlighting the promotion ran and were promoted socially.



**PUP FEST IS BROUGHT TO YOU BY TREASURE TRUCK
AN UNEXPECTED WAY TO SHOP WITH AMAZON**



At Treasure Truck, we hand-pick our favourite new, trending, local, or delicious items, load them on the Truck, then cruise around town spreading joy for everyone with a smartphone and an appetite for fun.

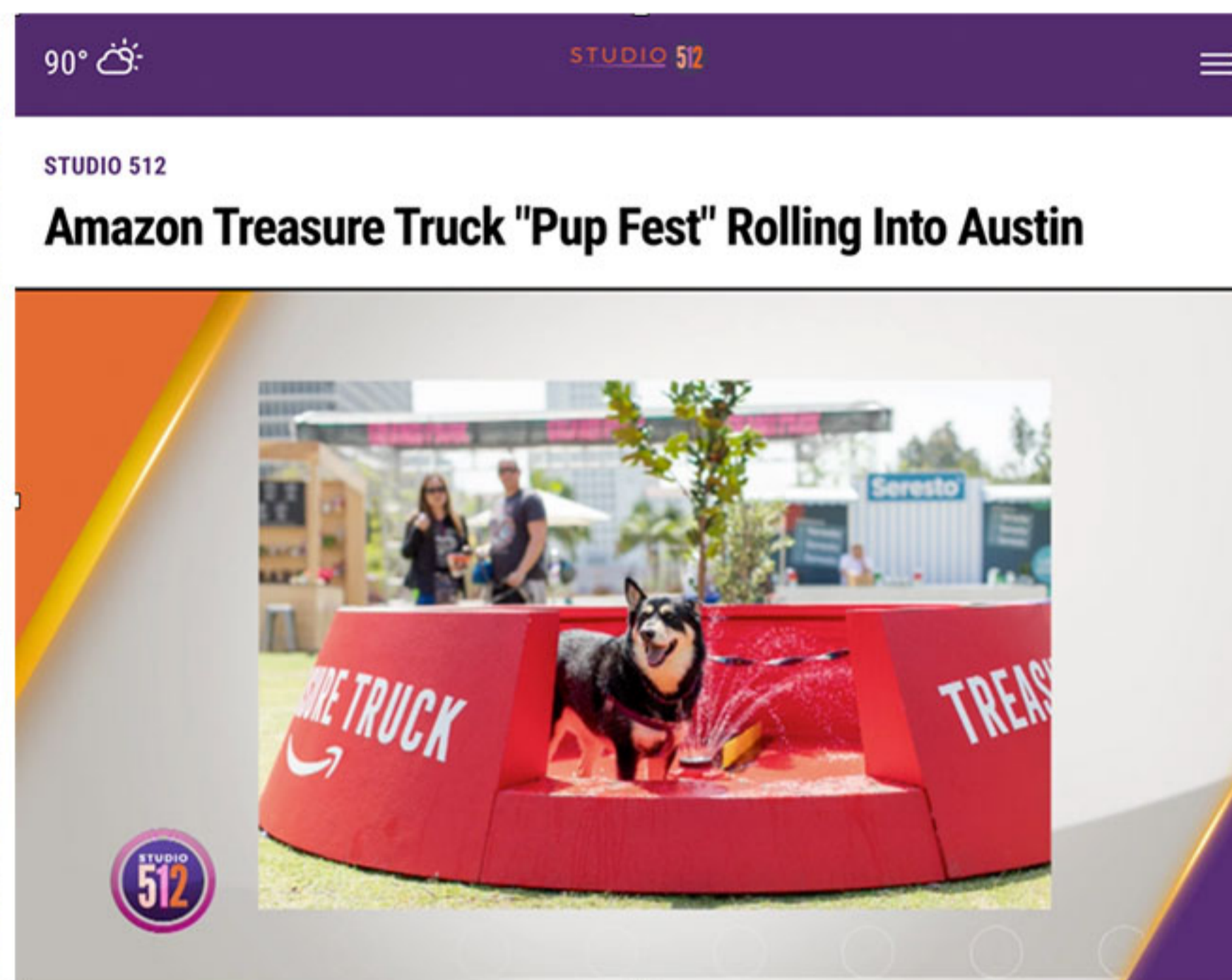
SIGN UP



TREASURE TRUCK




Colton Underwood Enjoys Amazon Treasure Truck Pup Fest Event



CHALLENGE: Worked with Allied Global Marketing to help create marketing campaigns with PR amplifications for Amazon Treasure Truck Program

PROGRAMS INCLUDED: NBA on TNT and Treasure Truck Pup Fest in markets to include: LA, NY, Atlanta and Austin

RESULTS: The events were listed in hundreds of calendar listings and foot traffic exceeded expectations. Consumers enjoyed taking photos and posting to social media. Secured celebrities and influencers to help amplify the program.

