

globalpetfinder

Overview:

In preparation of launching the first patented Global Positioning System (GPS) location device for pets, GlobalPetFinder of Jericho, New York came to MRB Public Relations for public relations campaign development and implementation.

MRB developed a strategic launch program for GlobalPetFinder. Focused on generating awareness of the product, MRB recommended a program that focused on high-level consumer media, niche media for pet lovers and pet industry trades. The campaign was a combination of announcements (e.g. product launch, product upgrades) and expert positioning of the founder to garner a range of media coverage. Leading up to the launch, MRB developed and prepared all press materials including press releases, pitches, and media lists. The targeted media consisted of pet/dog related trades, general interest publications, TV, and consumer electronics. Throughout the course of the campaign, MRB positioned inventor Jennifer Durst as an expert in pet safety and location devices garnering her appearances on shows such as ABC Eyewitness News, CBS Early Show, NBC10 and Weekend Today to name a few. Durst was also quoted in a number of publications, such as Newsday, Boston Globe, Miami Herald, Dog Fancy, Pet Product News, GPS Review, etc...

Due to the nationwide attention GlobalPetFinder was approached by Warner Bros. with hopes to collaborate on upcoming projects and product placements, specifically the **Harrison Ford movie, *Firewall***. As a result, a prototype of the GlobalPetFinder was used in the film.

GlobalPetFinder was sold to Pfizer.

The following showcases the media placements that MRB worked to secure on behalf of GlobalPetFinder:

Index of Media Placements

June/July

BestStuff.com May 31st
Commercial Appeal June 17th
Coastal Family June 1st
Dog Fancy May 31st
Ecoustics.com May 31st
Forbes.com May 31st
Hartford Courant July 3rd
Hindustan Times June 25th
HomeToys June 1st
Hoovers.com May 31st
ICMA-RC May 31st
i-Newswire May 31st
King 5 Seattle July 5th
KVUE- Austin July 5th
M & C: On May 31st
Marketwatch May 31st
Morningstar May 31st
New Scientist June 24th
Press Enterprise (Southern California) July 5th
Providence (RI) Journal July 5th
Rocky Mountain News June 20th
Spacedaily On June 1st
The Boston Globe June 13th
The Dallas Morning News July 4th
The New York Daily News June 11th
The San Diego Union-Tribune July 6th
The Tampa Tribune June 25th
Time Magazine July 11th
TMCNet May 31st
Vetrinary Practice News July edition
Web India June 25th
WFAA.com Dallas/Ft. Worth July 5th
WHAS 11 Lousiville, Kentucky July 5th
WHDH- NBC 7 Boston July 13th
Yahoo! Finance May 31st

August/September

ABC Eyewitness News August 15th
Atlanta Constitution Journal September 17th
Desert Living Scoop September issue
Dog & Kennel October Issue
Dogs in Canada September Issue
FHM (Germany) October Issue
GPS World August Issue
Herald Journal (South Carolina) September 14th
Hollywood Dog issue (October)
MSNBC August 7th
Nashville Rage September 15th
New York Dog September issue
PawLuxuries August Issue
Peoria Journal Star August 4th
Popular Science August issue
Province Newspapers (Canada) August 7th
Sync Magazine August issue
Vet Tech Magazine August issue
Veterinary Learning Systems August issue

October/November/December

Backbone Magazine November issue
Baltimore Sun November 27th
Best Friends Magazine October issue
Celebrity Living Weekly December 13th
Dog Fancy December issue
FHM (Germany) October issue
Fort Wayne Journal December 6th
FOX Weekend Live November 27th
FOX: Good Day New York October 7th
Hollywood Dog issue (October)
Industry Magazine October/November issue
InformationWeek December 5th
Kansas City Star December 11th
Knoxville News Sentinel December 6th
Men's Health December issue
Metropolitan Home December issue
NBC: Detroit October 7th

News Tribune December 1st

Newsday November 20th

PC Magazine December issue

Pensacola News Journal November 30th

Reveries Magazine December 7th

Southwest Airlines Spirit Magazine November issue

St. Louis Post Dispatch December 5th

The New Hampshire Union-Leader December 7th

The Standard-Examiner (Salt Lake City, UT) November 5th

The Staten Island Advance November 13th

Tulsa World October 4th

USA Today December 4th