

**DEANNE MOSER**



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## ABOUT.

A dynamic, seasoned professional with 13 years of communications experience, Deanne Moser specializes in the strategic development and execution of high-profile, high-impact integrated communications campaigns – leveraging paid, earned and owned assets – to drive business results.

Deanne is an enthusiastic entrepreneur in the visual arts sector, lending her communication expertise to over 100 artist and musicians across Canada. She consults for Soho House Toronto, The Drake Hotel and the Museum of Contemporary Arts, further combining her passion of fine art and inclusivity of community. Deanne serves on the board of Luminato, heading up the young patron committee, she is the Co-chair of the Massive committee for the Art Gallery of Ontario, an advisor on the Power Plant Young Artists program, and a committee member for the Canadian Art Foundation.



## WE ARE ARTY.

Seriously though. We get it. We primarily work with artists, creatives and art-forward brands. So when you're referencing the latest international exhibition, musician or fashion we understand the significance. We love big ideas and are unapologetic challengers to the status quo. If appreciators of grand ideas is what you're looking for, then we 're your people.





# CLIENTS

THE  
DRAKE  
HOTEL



BOMBAY  SAPPHIRE

MOCA



TORONTO  
BIENNIAL  
OF ART



McMichael  
CANADIAN ART  
COLLECTION  
D'ART CANADIEN



SOIA & KYO



BENNY BING  
COLOUR BLIND  
Curated by Ashley McKenzie-Barnes





## **ARTY FACTS.**

**MEDIA RELATIONS**

**CONSUMER EXPERIENTIAL**

**SPONSORSHIP**

**INFLUENCER RELATIONS**

**PRODUCT LAUNCHES**

**FESTIVALS**

**EXHIBITION OPENINGS**

**ARTIST CONNECTIONS**

**FUNDRAISERS**

**COMMUNITY PROGRAMMING**





## ARTISAN SERIES

Since 2016, Deanne Moser was tasked with launching Artisan Series in Canada through Pomp & Circumstance PR. The program, which has given a platform to emerging artists in the U.S. for seven years was launched in three key Canadian markets- Toronto, Vancouver and Montreal. To add excitement to Bombay Sapphire's third year in Canada, we partnered with Canadian pop sensation, Lights to help drive Canadian artist submissions and media impressions.

Through our deep understanding of Canadian culture, we knew that pop sensation LIGHTS was exploring art and drawing as a passion project - like most emerging artists. To show all Canadian emerging artists what is possible through Artisan Series, we curated and exhibited LIGHTS first-ever public art show. It was proof that creativity is not restricted by your day job. Artists across Canada responded with an increase of Canadian submissions. This tactic was done alongside our continued grassroots approach and generated **over 1,500 submissions in six weeks**, beating out most American cities and winning Toronto the first place within the artist network.

Media also responded, with over **41 million media impressions, doubling the 2017 results**. To cap it all off, Montreal artist Erik Nieminen took home the Grand Finale prize in Miami during Art Basel, securing a solo show in New York City with Artsy.





## IRISA CANNABIS LAUNCH

To launch Irisa Cannabis prior to legalization, we took media and influencers on a celestial journey in both Toronto and Vancouver. In late September we hosted 550 media and influencers in an art-filled mystical event spaces where we brought each of the strain blends to life – Sun, Moon, Earth and Stars. Guests took boomerangs against our custom Star projection, felt the calming energy of the Moon through mini-energy healing sessions, got grounded with a chakra reading and crystal selection to denote our connection to the Earth and finally found their inner-self lit up with aura-photography to mark the Sun.

We also created a terpene bar and custom cocktails for each strain blend, which supported a sensory guest experience without smoking/ingesting the product. Guests left with a distinct understanding of the Irisa brand and a bunch of new ideas about lifestyle cannabis storytelling.

Media and influencers posted all over their Instagrams and still comment on how “cool” the light activation was. We succeeded in hitting both our social and media impression goal, placing Irisa in key outlets like **Elle Canada, Fashion, The Kit, Flare and Refinery29**. We also started the beginning of what now is the Pretty Elevated community.





## AGO MASSIVE X DIRECTORX

To reinvigorate the AGO's 15 year young patron fundraiser, we partnered with DirectorX, a notable film/music director known for producing Drake, Jay-Z, Rihanna's videos. The partnership created large interest from a younger more diverse crowd and drove new light into the one-night party.

Director X was the first-ever Creative Director of the fundraiser, curating local emerging artists and music for the event. In addition he acted as a media spokesperson and social media influencer to help drive awareness to ticket buying before the event.

With the first ever targeted media relations campaign the fundraiser sold out, raised over \$350,000 to the AGO and succeeded in hitting both our social and media impression goal, placing AGO Massive in key outlets like **Etalk, NOW Magazine, Bay Street Bull, and Global Morning.**





ARTBOUND

# THE PARTY





AGO

**MASSIVE**





**CANADIAN ART FOUNDATION**

**THE SOCIAL**





**ART TORONTO**

# **AGO OPENING NIGHT**



LUMINATO

FESTIVAL

Harbourfront centre





**THANK YOU**



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