

PRESS RELEASE

Montréal, February 10, 2021

Agence Rinaldi-Maestro forms an affiliated partnership with Douglas Marketing Group

Agence Rinaldi-Maestro (<https://agencerinaldi.com/en/>) (<https://maestrocom.com/>) is excited to announce a new affiliated partnership with the Douglas Marketing Group (<https://experiencedmg.com>) and its offices in Ontario and Detroit, USA.

Since its foundation in 1994, Agence Rinaldi has grown into a full-service integrated advertising agency. In July 2019, Rinaldi acquired Maestro Communications, reinforcing its services in B2C, B2B, Institutional, and Digital Marketing. Similarly, Douglas Marketing Group, founded in 1991, has built an integrated model that includes B2C, B2B, Online/ Digital Marketing and a proprietary software for brand management. Building strong relationship-based marketing has been the key ingredient for both agencies in their outreach and collaborative style that bridges sectors and countries alike.

Agence Rinaldi-Maestro's strength is to continuously build strong, transparent relationships with its clients, such as the Quebec Subaru Dealer Association, Mont Sutton, RINOX and others.

The seasoned team at Agence Rinaldi-Maestro offers bilingual creative, media planning and buying, digital audits, programmatic, branding, SEO, SEM, social media, translation and adaptation services, as well as video production.

DMG brings their strengths and service offerings to both sides of the border, providing unique insights for both the Canadian and U.S. markets.

The affiliation of the Douglas Marketing Group with Agence Rinaldi-Maestro will enable both agencies to expand their reach in English and French languages and cultures for a comprehensive range of offerings.

The breadth of portfolio experience takes the agencies across sectors, while presenting options for outreach and collaboration between themselves and their clients; this will significantly expand their performance portfolio, thanks to the combination of existing strengths in omni-channel programmatic advertising, along with strategic support around brand building, content, French and English creative, as well as proprietary software for campaign management. Douglas Marketing Group customers will now have direct access to the French language and to the entirety of the programmatic advertising ecosystem through the Agence Rinaldi-Maestro independent trading desk, assessing millions of campaign data points to determine the optimal mix of channels and tactics.

On their end, Rinaldi-Maestro will benefit from the 30 plus years' experience of the Douglas Marketing Group offices, offering a quick entry into the Ontario and US markets, as well as access to the Experience DMG platform developed by Big Picture Landscape.

"We're thrilled with this affiliation with a dynamic and growth-oriented group like the Douglas Marketing Group, and by the prospect of fully integrating with their complementary expertise across creative, strategy and content. Together, we look forward to offering expanded services and capabilities, delivering improved cross-channel and media efficiencies, while ensuring we can drive ever greater performance outcomes for our mid-market agency and brand partners."

- Maurice Rinaldi, Agence Rinaldi

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“The team at Agence Rinaldi-Maestro and their proven experience and performance-based results in both French and English bring a depth of expertise and passion-based performance that we welcome for our clients and our joint teams. Combined, the agencies bring an energy and experience that will benefit both our teams, and ultimately, our clients on both sides of the border. As fellow tCAN members and longtime colleagues, we are excited about the opportunities that await us.”

- Kay Douglas, Douglas Marketing Group

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Agence Rinaldi-Maestro

Agence Rinaldi is a Quebec based advertising agency that has been providing branding, strategic orientation and interactive media services for over 25 years. Its multidisciplinary and collaborative approach creates memorable brand experiences all across Canada. In 2019, Agence Rinaldi acquired Maestro Communications, reinforcing its services in B2C, B2B, Institutional, and Digital Marketing.

www.agencerinaldi.com

DOUGLAS **MARKETING** GROUP



About Douglas Marketing Group (DMG)

Douglas Marketing Group is a full-service advertising agency that serves Canada, Michigan and the international marketplace. With offices in both Windsor, Ontario and Detroit and Troy Michigan, the firm has the talent and expertise to ensure exceptional results-driven performance with a client-centered focus. Douglas Marketing Group has been a community partner in both Southwestern Ontario, and Southeast Michigan for 30 years. A regional model with global outreach, the company has grown a technology-driven model that is relationship based and is the visionary behind the marketing brand management software and visual roadmap, the DMG Big Picture Landscape®.

www.experiencedmg.com

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