

FOR IMMEDIATE RELEASE

APCOR Readies To Re-invigorate Cork Floor Sales

DDB Public Relations named North American communications partner for Portuguese Cork Association

TORONTO, March 25, 2014 - The Portuguese Cork Association (APCOR) has selected DDB Public Relations as its communications partner in North America to raise awareness and demand for cork floor covering. As its agency of record, DDB Public Relations has been tasked to strengthen the cork flooring category via a compelling communications campaign targeting consumers, design influencers, media and retailers to remind them about the *eco-chic* design possibilities and advantages that cork flooring provides.

"No other floor covering can match the combined benefits of Portuguese cork," says Martine Lévy, managing director, DDB Public Relations. "Cork is a high quality, eco-friendly, versatile flooring option that offers a range of beautiful styles, inspirational designs and health benefits to homeowners. To stimulate sales, we have devised a smart, creative strategy to inspire North Americans to re-discover cork."

Effective immediately, DDB Public Relations will implement a multi-channel communications campaign involving a comprehensive media relations and social media program, website optimization and point-of-purchase retail program to help communicate the advantages of cork.

APCOR selected DDB Public Relations as its North American communications partner following a global open review that saw 17 agencies across Canada and the US vying for the business. In 2010, APCOR and DDB Public Relations had partnered on an 18-month integrated communications campaign that delivered a 10 per cent increase in Portuguese cork flooring sales across North America, doubling the original sales goal.

"DDB PR's home décor and design credentials and proven business-building track record are very impressive, and we felt their creative approach with this program is just what we need to create buzz in the marketplace," says Steve Caldwell, product manager, Schnier, and North American committee member, APCOR. "We are looking forward to partnering with them again to re-invigorate this flooring category in North America."

About APCOR

APCOR's mission is to represent and promote the Portuguese Cork Industry, with more than 250 members, representing around 80 percent of the total national cork production and 85 percent of all cork exports. APCOR is also responsible for promotional activities, with added value to cork, on both a national and international scale, providing, in addition, an extensive information resource centre on cork. To learn more about cork flooring, please visit: <http://www.realcorkfloors.com>

About DDB Canada

DDB Canada is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. The agency was named Top Creative Agency in *strategy* magazine's 2014 Creative Report Card and was ranked #1 agency in Canada by the Gunn Report in 2013. Known for advertising that generates significant results for clients, DDB Canada is a "total communications company" whose fundamental belief is that creativity is the most powerful force in business. DDB Canada has offices in Vancouver, Edmonton, Toronto and Montreal. The agency's integrated groups include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal Worldwide (digital, social and mobile), Karacters Design Group, RAPP Canada (direct), DDB Hodes Recruitment Communications (recruitment marketing) and Shopper DDB (shopper marketing).

SOURCE DDB Canada