

DRB Partners

A Strategic Marketing Firm

DRB Strategy:

- DRB instituted a comprehensive Public Relations campaign with a secondary focus on Advertising to promote forums and events
- DRB developed successful relationships with a base of key publishers, editors, analysts and reporters resulting in regular articles in industry trade press
- DRB conducted a competitive intelligence program as part of an acquisition / IPO strategy for Stardust.com
- As a result of the competitive intelligence study, DRB began to target publishers for possible acquisition of Stardust.com

Results:

- Successfully branded Stardust.com as the premiere Internet technology portal
- Increased attendance in Stardust Forums and events by 30%
- DRB Partners developed a strategy for Stardust that positioned it as the perfect acquisition for a technology industry publishing company
- DRB introduced Stardust founders to Penton Media, who acquired the company in October, 1999
- Received coverage on one local and two nationally televised programs

Other Services:

- Logo Design – Created several forum logos
- Collateral Materials – Press kit materials, conference guides, direct mail
- Web Graphics – Designed tertiary web pages

