

NEWS Release

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Baker Dillon Group Launches New Self-Promotion Brand Marketing Campaign

(Fresno, CA) August 4, 2009 – Baker Dillon Group, a leading natural products industry brand marketing firm has launched a new self-promotion marketing campaign within the dietary supplement, food and cosmeceutical industries. Promotion will include testimonial print and online advertising, online promotion, a new web site and guest speaker appearances.

Full-page, full-color print ads in natural products trade magazines will feature Baker Dillon Group clients providing testimonials about the agency's marketing work. Initial ads include Noriano Shirai, vice president, North America for Daiwa Health Development, Randy Hageman, president and general manager, Milne Fruit Products and Larry Kolb, president, TSI Health Sciences. Rich online ads with a similar concept and online marketing with video highlighting the agency's work and linked to the new web site will also be part of the campaign

The new Baker Dillon Group web site will be launched by September 1. The site will offer interactive features and special promotions from the agency.

In October, Sheldon Baker, senior partner and principal of Baker Dillon Group will be a featured speaker at Focus on the Future Green Beauty conference in Santa Monica, CA. He will speak about sales and marketing opportunities for HBA products within the natural products marketplace. Baker, as well as Karena Dillon, president of Baker Dillon Group, are scheduled to take part in the Substantiation 2010 conference scheduled to take place in Washington, D.C.

"We are honored to have several of our clients participate in the new Baker Dillon Group brand marketing campaign," said Baker.

"Our firm has had the opportunity to create a wide range of brand marketing campaigns that have brought about a successful return on investment for our clients, as well as what we believe to be long lasting relationships," Baker added.

Baker Dillon Group is a Total Involvement Marketing™ award-winning firm meshing creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences. The firm's areas of expertise include product and corporate branding, advertising, public relations, publicity, promotion, graphic design, collateral materials, packaging, web site development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

To learn more about Baker Dillon Group visit the web site at www.BakerDillon.com or contact Sheldon Baker at 559.325.7191.

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