

MARKETING

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[REITMANS TRIES ON MACKAY & CO FOR SIZE]

November 02, 2010 | By Chris Powell | Comments

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Canadian fashion retailer **Reitmans** has selected **MacKay & Co.** as its public relations agency of record following a review. The contract, effective immediately, is for one year.

"I don't think we've ever been quite as well scrutinized," said **John MacKay**, founder and president of the Toronto-based agency. "They had a very clear sense of what they wanted and I guess we rose to the occasion."

MacKay & Co. has worked extensively with companies in the retail and apparel sectors, with a client list that includes Liz Claiborne, Club Monaco, Hugo Boss, Hermes and Cartier.

"They're a remarkable company," said MacKay of Reitmans. "With 372 stores they may be the most significant apparel retailer in this country."

MacKay said that social media and "major events" will play a role in MacKay & Co.'s future communications efforts on behalf of Reitmans.

"They know their customer inside out and they've created a unique environment, so from a simple communications level we want to communicate all those aspects that we think media are not appreciating at this point," he said.