

NKPR gains new accounts

NKPR of Toronto has recently gained a number of new accounts. Restaurant chain **Dave's Hot Chicken** has retained the agency to handle media and influencer relations for its first Canadian location in Toronto.

Toronto-based real estate developer **Great Gulf** has hired the firm to handle public relations, branding, media relation, influencer relations and corporate partnerships related to its Active House sustainability program.

Real estate company **Gupta Group** has appointed NKPR its communications agency of record. The assignment includes media relations, speaking engagements and marketing activities for the company's residential developments, hotels, investment division and charitable foundation.

Montreal-based **MavTek**, a technology company specializing in electronic commerce and content delivery systems, has hired the agency to develop a North American media relations program. The assignment also include influencer activities and campaign development.

Montreal-based pharmaceutical wholesaler **Paladin Labs** has hired the firm to develop a media program and to handle influencer relations and social media for its Tempra line of fever and pain relief products for infants.

Juice company **Rubicon Exotics** has retained NKPR as its communications agency of record. The assignment includes brand strategy, product placement, media and influencer relations, corporate partnerships and digital marketing.

Fitness centre chain **Spinco** has hired the agency to handle public relations for the launch of a new at-home spin bicycle called the Podium. The assignment also includes media relations, corporate partnerships, influencer relations and contest management.

Beverage company **Viveau** has selected NKPR as the communications agency of record for its Viveau fruit juice and sparkling water brand. The assignment includes branding, product placement, media and influencer relations, corporate partnerships and marketing activities.

