



## COMPANY OVERVIEW

Phantom Screens is North America’s leading manufacturer of retractable screens. Founded in 1992, Phantom Screens is based in Abbotsford, British Columbia, and offers customers a variety of retractable screen solutions for doors, windows, multi-

panel systems and outdoor spaces. Phantom Screens products provide customers with insect protection, solar shading, temperature control and enhanced privacy in living spaces.

## CHALLENGE

Pursuing excellence is one of the qualities that has defined Phantom Screens over the past 25 years. Phantom recognized the need for heightened brand awareness in both B2B and B2C markets in North America. Their goal was to reach their target audiences in a strategic and genuine way to not only showcase their products but to also position their leadership team as industry experts. Faced with this challenge, Phantom Screens turned to Magnolia as a partner to provide strategy counsel, and digital public relations efforts to help position Phantom screens as an industry leader in the home and design, architecture, home building and remodelling industries, while extending their reach to ensure sustained business success.

## STRATEGIES

- 1. Public Relations Program** – Build a comprehensive PR roadmap that includes an extensive press release program, strong brand messaging, and tradeshow support.
- 2. Media Relations** – Create custom media lists that target local, national, and North American tier one and trade outlets to position Phantom Screens as an industry expert.
- 3. Influencer Relations** – Support and help improve Phantom’s influencer relations program by developing strategic partnerships with social influencers and bloggers operating primarily in the home and décor space.
- 4. Trade Show PR Support** – Gain media attention at industry trade shows and events by securing on-site media interviews and PR opportunities for Phantom and participating partners.

## TESTIMONIAL

“Magnolia has become an integral part of our marketing team. From the beginning, they have provided a level of expertise that is unmatched by identifying our challenges, creating action plans, and working diligently to not only achieve results but go above and beyond. Timely, thorough, and reliable - our confidence in Magnolia only continues to increase as they repeatedly set the bar higher and pursue new opportunities for our business.”

— **Paul Ackah-Sanzah**, Vice President, Marketing,  
Phantom Screens

# RESULTS SAMPLES OF WORK

Magnolia achieved several net new PR opportunities for Phantom Screens as a result of a detailed PR roadmap that targeted tier one and trade outlets within target markets.

Thought leadership positioning and sustained media relations in target markets

Media introductions and interviews at key industry trade shows and events

High profile brand and product awareness within target markets

Developed relationships and secured partnerships with top home and design bloggers and social influencers

Consistent media coverage in tier one and trade media across target B2B and B2C markets

Net new media opportunities across North America in both B2C and B2B publications



Florida HOME & GARDEN



Professional Builder



PRODUCTS



GREEN BUILDER

## JANUARY 2019 TO APRIL 2020 KEY METRICS



Total Audience Reached:  
**108,752,793**



Total Ad Value  
Equivalency: **\$537,275**



On-site Trade Show  
Interviews Secured: **14**