

## **Testimonial**

### **Peter Feeney as Nikolai Dolgopolov**

My name is Hadleigh Averill. I am the owner and creative director of The Agent-C. The Agent-C specialises in experiential guerrilla marketing. One of my accounts is Smirnoff. In 2007 I selected Peter Feeney to play the role of a flamboyant Russian playboy by the name of Nikolai Dolgopolov, for the Lion Nathan Sales Conference. The conference was set up to inform the Lion Nathan marketing and sales teams about the upcoming marketing activity for Smirnoff vodka.

From day one, Peter approached the project with great professionalism and energy. He listened well to direction, asked the right questions and was genuinely interested in delivering more than just a stella performance. He was also keenly engaged in ensuring the audience retained the relevant information such that the sales and marketing teams were clear about the direction of the brand. In my 15 years working in the industry I am yet to come across any actor that has showed the same level of interest about all sides of a project. The off shoot of this was a feeling of confidence in Peter as I felt assured he had taken the time to understand the brand, its tone and the deliverables for all parties. Needless to say Peter's performance as Nikolai was spot on. He maintained his energy levels for an incredible 6 hrs straight and delivered a performance that had the audience on the edge of their seats. As a result the Smirnoff presentation was heralded as the most interesting and engaging at the conference which meant that the marketing and sales teams felt inspired to go the extra mile to deliver for Smirnoff. And they did.

Subsequent to this event, I worked with Peter on a series of radio ads, also for Smirnoff.

Peter is a friendly and highly talented individual. I have thoroughly enjoyed working with him and would happily recommend him to any company contemplating working with him.

Regards,  
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