

For Immediate Release

Keith Lane Creative Group Launches Website for “The Loco Life of Doctor Taco”

Boston-Based Creative Marketing Agency Works to Spice up the Web with Dr. Irv Danesh’s New Coming-of-Age Tale

Boston, MA- Author and doctor, Irv Danesh, hired the services of the highly respected advertising agency, Keith Lane Creative Group, to design and rebrand his book, “The Loco Life of Doctor Taco.” Upon the completion of the dynamic cover art, Danesh further enlisted Keith Lane Creative Group to build out his online presence with a new [website](#) focused on promoting the novel.

Danesh hired the Boston based marketing firm due to their impressive portfolio and track record. To his credit when it comes to innovative marketing and ingenious advertising Keith Lane Creative Group’s principal, Keith Lane, has driven the direction for such clients as Fox Sports, Puma, the National Hockey League, the Boston Celtics, Major League Soccer, Comcast Sports, and Lids. Danesh knew that Keith Lane Creative Group could propel the vision he had for his book to the next level and get the text in front of his global target audience.

“I’m blown away by the work,” said Danesh. “It’s incredibly well thought out and designed. It’s even more brilliant and eye-catching than I had ever thought possible in my own imagination of what an effective site could be. And that video movie trailer? Listen I lived this story and I still crack up every time.”

What’s “The Loco Life of Doctor Taco” about?

It’s the story of super under achiever Sam Cohen, who leaves his family and the girl he loves to attend medical school in Mexico in the early 1970’s , basically because Mexico is the only place that will take him, as long as he has money. Along with a cadre of expat pre-med friends, Sam’s eyes are opened to some insane realities of life: business, justice or lack-thereof south of the border, and the truth about the American medical establishment.

Besides “primitive” classes and life or death ER experiences, Sam’s curriculum includes scamming, smuggling, prostitution, grave-robbing, alligator hunting, drunk professors and finally growing up. The story is loco and yes, it is based on truth.

Check it out here: www.doctortacobook.com.

“I’m honored to have been given the opportunity to generate a creative digital marketing plan for Dr. Danesh,” said Lane. “Like the book, I wanted the visual component of his book jacket and website to be over-the-top *loco*. The goal is to get eyes to stick to the graphic element and to get them to turn the pages. That’s where the meat of this story really is, and from where I drew my inspiration when it came to marketing it in a way that keeps the plot moving, and pushes the book into the clutches of American culture.”

Final prognosis: the creative operation is a success, and the book is experiencing healthy sales.

For more information on Keith Lane Creative Group visit: www.keithlanecreativegroup.com.

For interviews and all other applicable media requests, please contact: pr@boldwerks.com.