

TOTAL

TOTAL PUBLIC RELATIONS

ABOUT US

TOTAL Public Relations is a global creative boutique agency, specializing in Public Relations, Marketing and Digital Strategy based in Toronto, Canada.

We grow business by curating premium lifestyle experiences to maximize brand exposure.

OUR CLIENTS



SAINT LUCIA
LET HER INSPIRE YOU



BMO



TORONTO
CARIBBEAN
CARNIVAL™
Festival of Joy



Autonetics
Universe



STONEFIELD
Villa Resort
ESCAPE | RELAX | REJUVENATE



WINDSOR ARMS

OUR PARTNERS

NATIONAL
POST

THE
GLOBE
AND
MAIL



*CP
24*

Global
NEWS

Bell Media

G98.7 FM

sunwing

TORONTO
LIFE

WESTJET

E L L E
MAGAZINE



AIR CANADA

toronto.com

TARGET YOUR MARKET

We specialize in niche marketing to provide our clients with opportunities to strategically target their demographic in market.



LIFESTYLE

TECHNOLOGY

HEALTH/WELLNESS

FASHION

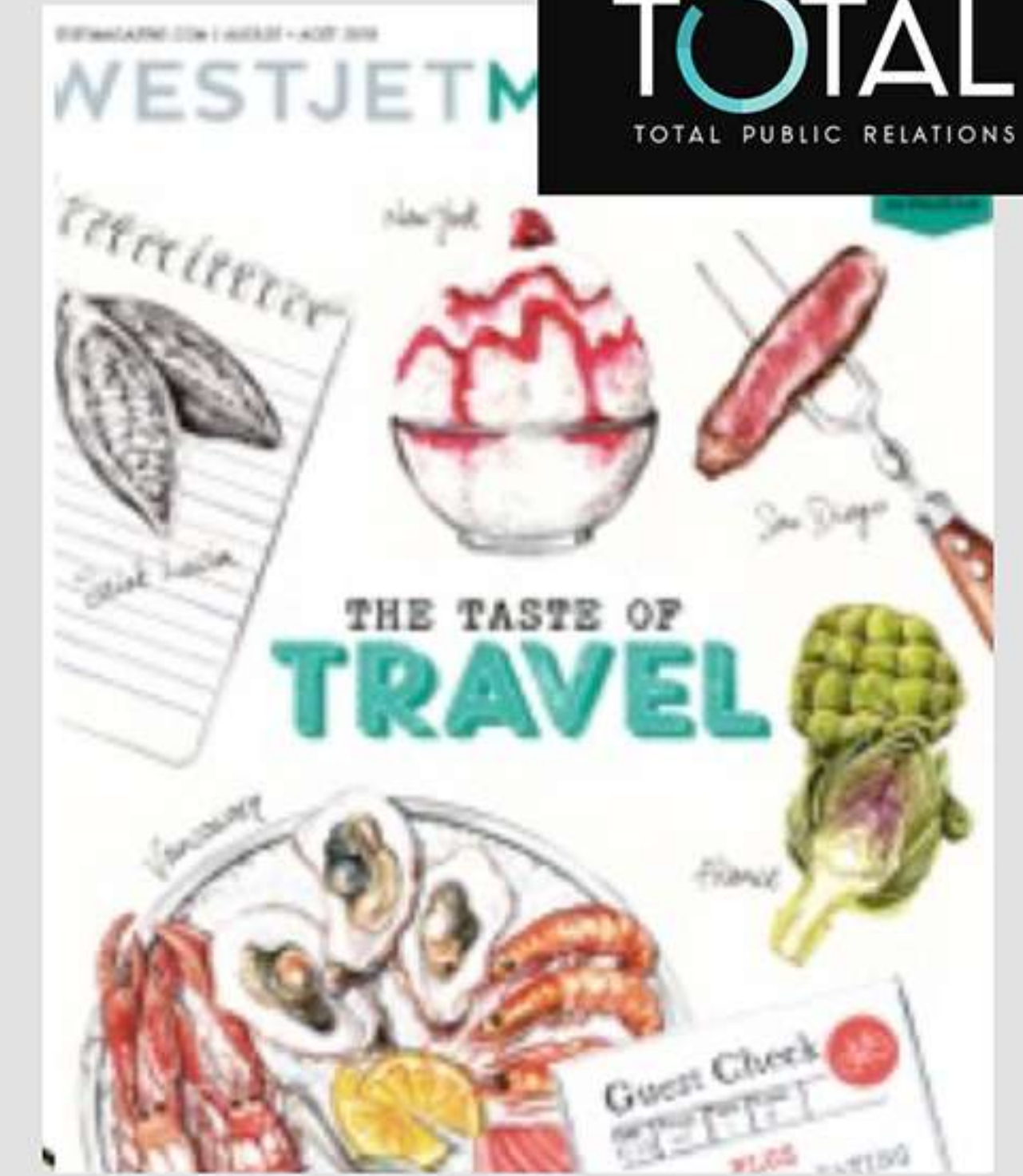
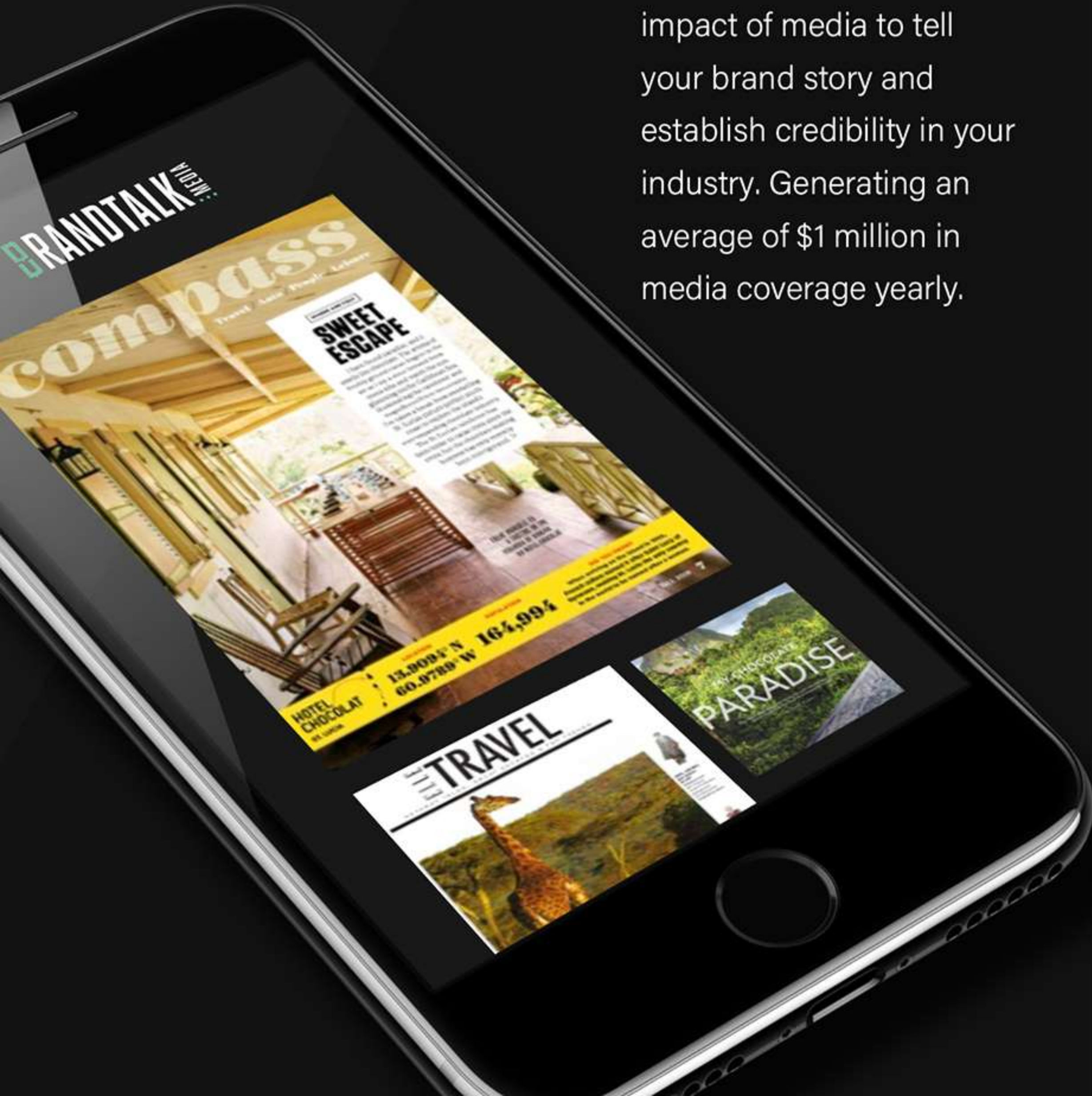
BEAUTY

AUTOMOTIVE

CULINARY

MEDIA COVERAGE

We maximize the powerful impact of media to tell your brand story and establish credibility in your industry. Generating an average of \$1 million in media coverage yearly.



Global NEWS Toronto News & Radio Programs

Caribbean August 2, 2019 9:57am

Toronto celebrates Caribbean culture in 52nd year of the Caribbean Carnival festival

The Caribbean Carnival Parade took place in Toronto Saturday, it's billed as one of the largest street festivals in North America. As Miriam Campbell reports, many lined the streets to celebrate Caribbean culture for the 52nd year.

Caribbean Carnival coverage on Toronto for 52nd year

ENSEMBLE

Vacations

JAZZ IT UP IN ST. LUCIA
Island Hopping in ST. MAARTEN
Off the Beaten Path in INDONESIA

WATCH LIVE WEATHER TRAFFIC VIDEO CP24 BREAKFAST

Toronto Caribbean Carnival to have topless performers to boost body positivity

A parade participant performs during the Grand Parade at the Caribbean Carnival in Toronto on Saturday, August 3, 2019. THE CANADIAN PRESS/Osborne Kabane

The Canadian Press
Published Thursday, August 1, 2019 5:30PM EST

TORONTO — A small group of topless women will be taking part in the Toronto Caribbean Carnival's parade this weekend in an effort to send a message about body positivity.

Yvonne Starkey, a photographer working on a body positivity project, said she approached organizers with a proposal for topless performers because she wanted to spark a conversation about desexualizing women's bodies.

The idea was well received, she said, and will result in four topless performers in the colourful parade when it fills the streets of Toronto on Saturday.

THE STAR

Local CANADA POLITICS WORLD OPINION LIFE SPORTS ENTERTAINMENT BUSINESS STAR INVESTIGATE

Toronto Caribbean Carnival kicks off month of celebrations

By Wynne Balaban Staff Reporter
Toronto, July 9, 2019 @ 1:06 PM read

Toronto's annual Caribbean Carnival officially launched Tuesday with a kickoff event at Nathan Phillips Square hosted by Mayor John Tory that drew thousands of costumed and traditional Caribbean fans.

"Today was the launch, but it's a month full of events and activities that are taking place," says Toronto Caribbean Carnival spokesperson Andrew Robinson.

TRIDEL

SAINT LUCIA 101

Doing what he does on the island, among other things, is to help people understand what it's like to be a Caribbean person. He's not just a tourist, he's a resident. He's been on the island for 10 years, and he's still learning.

He's also a photographer, and he's been taking pictures of the island for a long time. He's been to every part of the island, and he's seen everything.

He's also a writer, and he's been writing about the island for a long time. He's been in every part of the island, and he's seen everything.

He's also a traveler, and he's been traveling around the island for a long time. He's been to every part of the island, and he's seen everything.

SAINT LUCIA 101

Doing what he does on the island, among other things, is to help people understand what it's like to be a Caribbean person. He's not just a tourist, he's a resident. He's been on the island for 10 years, and he's still learning.

He's also a photographer, and he's been taking pictures of the island for a long time. He's been to every part of the island, and he's seen everything.

He's also a writer, and he's been writing about the island for a long time. He's been in every part of the island, and he's seen everything.

He's also a traveler, and he's been traveling around the island for a long time. He's been to every part of the island, and he's seen everything.

SEDUCTIVE BEAUTY

WILDLIFE WINNERS

Conservation is all about the preservation of nature and the environment. It's about protecting the things that make our planet special. It's about making sure that we have a healthy planet for ourselves and for future generations.

Wildlife winners are those who have made a significant contribution to the conservation of nature. They are the people who have worked hard to protect the things that make our planet special.

NON-STOP CULTURE FEST

Non-stop culture fest is a celebration of the diverse cultures of the world. It's a place where you can experience the best of different cultures in one place. It's a place where you can learn about the traditions and customs of different cultures.

Non-stop culture fest is a place where you can enjoy the best of different cultures. It's a place where you can experience the best of different cultures in one place. It's a place where you can learn about the traditions and customs of different cultures.

CTV NEWS IN PICTURES

Gallery: Caribbean Carnival festival takes over Toronto

© 2019 BellMedia All rights reserved.



What can

TOTAL

TOTAL PUBLIC RELATIONS

do for you?

OUR SERVICES

We curate bespoke strategies to amplify brand profiles and build reputations both on and offline.



PUBLIC RELATIONS

LAUNCH EVENTS

DIGITAL MARKETING

CRISIS MANAGEMENT

SOCIAL MEDIA
MANAGEMENT

CONTENT
DEVELOPMENT

MEDIA PREVIEWS

EVENTS

We are connectors, influencers, storytellers and travel industry experts that drive brand awareness turning leads into sales.



AUTONETICS:
RESTAURANT CANADA
MEDIA PREVIEW



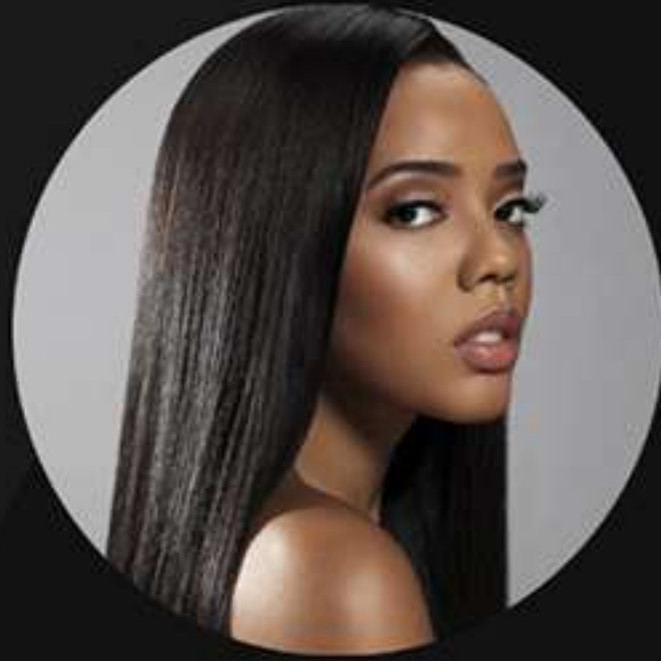
TORONTO CARIBBEAN CARNIVAL:
MEDIA LAUNCH



SAINT LUCIA TOURISM AUTHORITY:
JAZZ FESTIVAL LAUNCH

INFLUENCER ENGAGEMENT

Total PR works with top influencers to maximize reach and awareness.



ANGELA SIMMONS



REAL HOUSEWIVES
OF ATLANTA



SANGITAL PAEL



ROXY EARLE



SAM KOLDER



CHELSEA KAUI



- + Extend reach and amplify exposure
- + Efficiently gain awareness in target market
- + Customize marketing strategy to identify niche audience
- + Gain credibility and authenticity for your brand
- + Drive powerful viral campaigns

DIGITAL & PR CAMPAIGNS



- + Develop in-market press releases, newsletters and specific story angles relevant to Canadian media
- + Build Reach and increase Frequency (Digital, Static, Alternative OOH and Takeovers)
- + Focusing on digital, social media, public relations, and advertising to niche markets
- + Target consumers through creative high impact promotions centered around niche markets
- + Integration of social media in all PR and advertising campaigns

CASE STUDIES





OBJECTIVE

BMO participated at Colission, the fastest growing tech conference in North America with 30,000+ attendees, as the exclusive Women in Tech Lounge partner. During the three day event, BMO was looking to:

- + Empower women, tech, communities and companies around the world
- + Recruitment & Hiring
- + Showcase BMO Innovation
- + Support BMO Women in Technology

RESULTS

Total PR custom designed two innovative 32" x 32" & 65" x 36" ft spaces with interactive activations including a one of a kind hologram experience. We developed ongoing programming including panel discussions, fireside chats and keynotes from compelling speakers. The event hosted two of the largest activations on the floor.

- + BMO ranked top 10% of companies favoured in the event app
- + The Women in Tech lounge, powered by BMO was favoured on the event app 1,618 times
- + The Women in Tech app schedule featuring BMO was favoured 5,393 times on the event app





TORONTO
CARIBBEAN
CARNIVAL
Festival of Joy

OBJECTIVE

The Festival Management Committee (FMC), the producers of the Toronto Caribbean Carnival is the largest cultural festival in North America attracting upwards to one million attendees. The committee was looking for a fresh take on targeting millennials to drive sales across multiple ethnic markets, create brand awareness and attract new visitors to the city of Toronto.

- + 8+ Major Events
- + Global Multi-ethnic Audience: Canada, USA, Caribbean, International
- + 1M+ Attendees
- + 250M+ Impressions



RESULTS

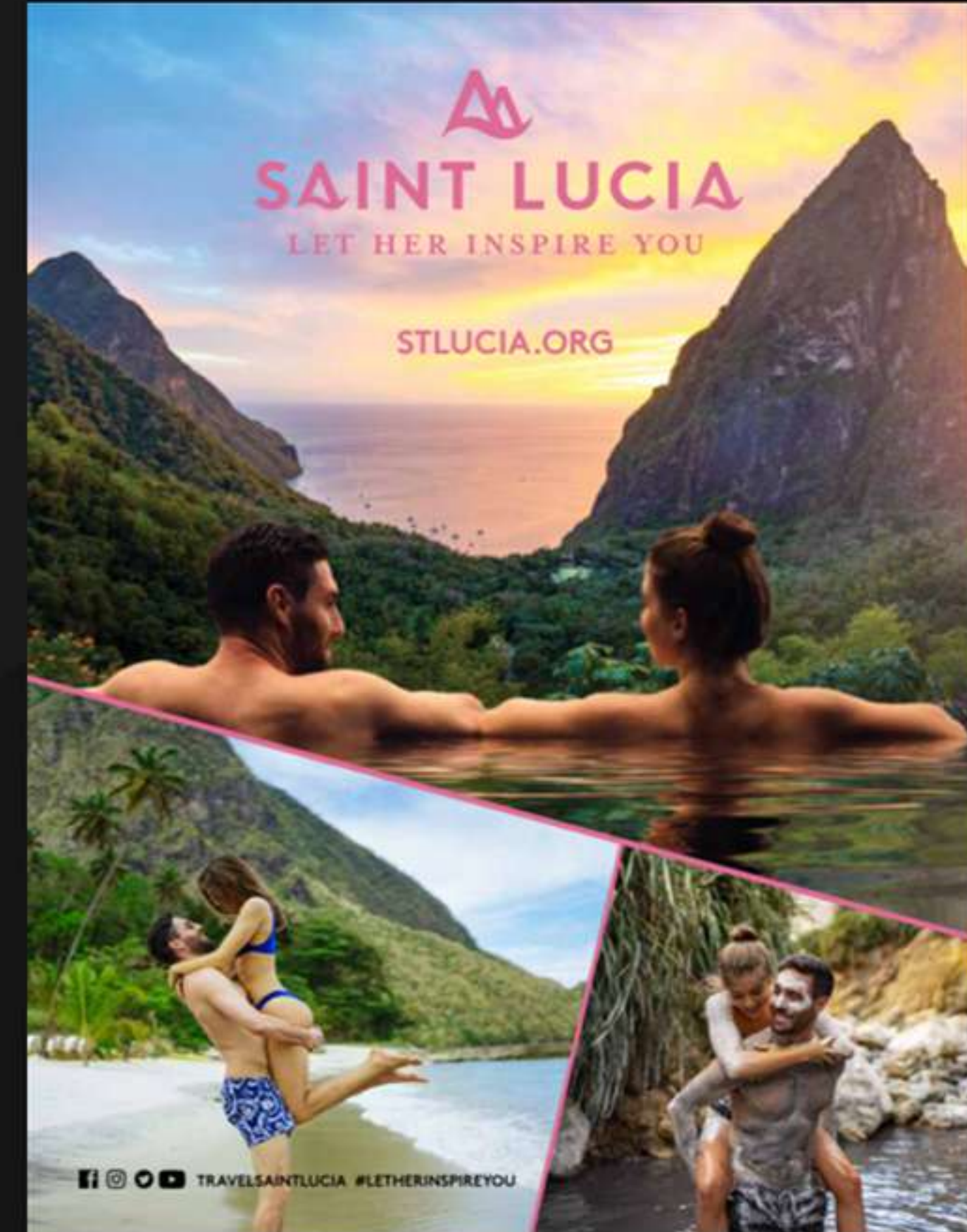
We executed a 360-degree Advertising Digital Campaign targeting Canada and the United States. Over the course of three months, the Toronto Caribbean Carnival Instagram account increased by 7,000 followers. The feed was transformed with curated content through social media influencer and celebrity collaborations, such as the Real Housewives of Atlanta.

Total PR generated media coverage from top television networks and daily newspapers and magazine.



OBJECTIVE

The Saint Lucia Tourism Authority (SLTA) embarked on a complete rebrand of the destination creating the new tagline "Let Her Inspire You". To create a strong brand identity and greater awareness of Saint Lucia in the international market an island wide video shoot was executed. We developed five promotional videos to target the islands core pillars - romance, culinary, health and wellness, adventure and family.



RESULTS

The new brand assets created are currently used on the Saintlucia.org website, social media platforms, digital ads, Air Canada inflight commercial, and television for advertising and promotion of the island. The rebrand videos showcase the magical landscapes of Saint Lucia and tell a story through compelling videography.



STONEFIELD
Villa Resort
ESCAPE | RELAX | REJUVENATE

OBJECTIVE

Stonefield Villa Resort recently repositioned its product offering to target health and wellness consumers following major renovations, including a new fitness centre with indoor and outdoor Yoga studio.

Targeting the wellness market in Canada, we secured an exclusive fitness retreat with Jana Webb from the hit reality show *The Real Housewives of Toronto*, and founder of JOGA, a sought-after fitness program that combines yoga with sports training techniques.



RESULTS

Through our strong relationships with tour operators, we secured an exclusive partnership with WestJet Vacations and Stonefield Villa Resort as the booking engine for the Jana Webb fitness retreat.

For the first time, Stonefield Villa Resort is now offered by a Canadian Tour operator. WestJet Vacations is the official airline for the Jana Webb fitness retreat. Since securing this partnership, the retreat sold out all 17-villas on property through a targeted social media campaign and media blitz.

WORK WITH US

TOTALPUBLICRELATIONS.COM

CONTACT:

ANDREW RICKETTS

ANDREW@TOTALPUBLICRELATIONS.CA



@TOTALPRCA



TOTAL_PUBLIC_RELATIONS



@TOTALPRCA

TOTAL
TOTAL PUBLIC RELATIONS