## TOTAL PUBLIC RELATIONS

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## 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.









WINDSOR ARMS



## NATIONAL POST

# GLOBE MAIL\*

# Be Media



# WESTJET # E L MAGAZINE C T V



# OUR PARTNERS





# **SA** Global NEWS

# TORONTO LIFE





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

165,995

TRAVEL

ANDTHIK

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.

## ST. LUCIA IS FOR RUM LOVERS

RAVEL

IN THEY ARECOMEN angles in TV. Locks. I'd givery up adding Color to my name. I'd sever multy exproved straight rare before when I was a lad in Newfrandland, tple dath and distins were an ownerful daily ration. Its, i'd already been shoul trained, abottom a colder and notice reals than this estantic Caribboan year, where lash sainthemes, bubbling her springs and the monitor dame like Non-add considerable assessy intensity to the typical leach experience. And my making held, which was a good thing her pass in it. Unclu, the runs an really get yes. Especially on a visit to the annual H. Laule Ham & Fred indical, a secondly arrayment offset to farms inaction on two of the Caribbean stand's key assets. Running for a week in January, the liveloul uses dising works, codital competitions and sime parties take over the modul and illuan scattered ground the collect to kill motion island is performented The street parties in fielding toness like itradition in the smalk and Cro

slot in the sorth are-insigned to any aptivative activity where the locals ins. As at off of its being oblicate and dilatons together for a odd and much p. it utem to be effective. A lising sight party is Soulivier raged sill uses, with the Antigues was hard thening Harare setting the conduct sage alight while sitest seadon: hashed sizes and halos of lobeins, king fish, of suggest and, if you list to inclined, fish gate. The anglity as to a local to variet ratio would stake any authenticity working visitor smile-, and the max helps,

so. At a cought of dollars for a generical wild for the island's fasce -that'S be 90, taxia Settleries' promium franch 1999, Advand Nolberg and Chairman's Rourne - the stud' films like water of contributions commut the behave of thisse Mississe Alice Chanterer, whiches buckground in hotels and hospitality. 10% also a law of Canada, kaving attended thinksp's College shoul in the brooks, Que. "Kg things are consing for th fueto," he told me at a datase prepared by her/Maxim tanouchesis, who put a 18. Lincian spin (read yans, walrod, passion fruit, growting, a k.a. secure, and has of used on the Obsers state disease he commanded in some. These things include a reports but the world's largest mile days, a new \$ 1000 million siepert and some by easts base staf brands that include Extension and The Site Carlton.

New they also also also maps of heavily, heatings, heavy and otherwise. I existed the transfeld to invest, owned by Cybelle throws, a dual Canadian 50. Lucius elizes whose orgineer father brought his neng lasalarin fle inland indle navin. No nanofle or allianmant, invehich ouch priore borre is opripped with its room pred, and has set about instituting a welfhore program that includes an organic garden and stream years markeds. Lauch how, with a rate limited themaid startes, star celetarding, prepared by helichonchodition who have been cooking a the most Le most that a dwade. A fielt of male male in units frait run sator wa placked from load tradition and prototed with degrees and well toard sussing Actor coundaroand with run and totally prove denotee was simply perfect.

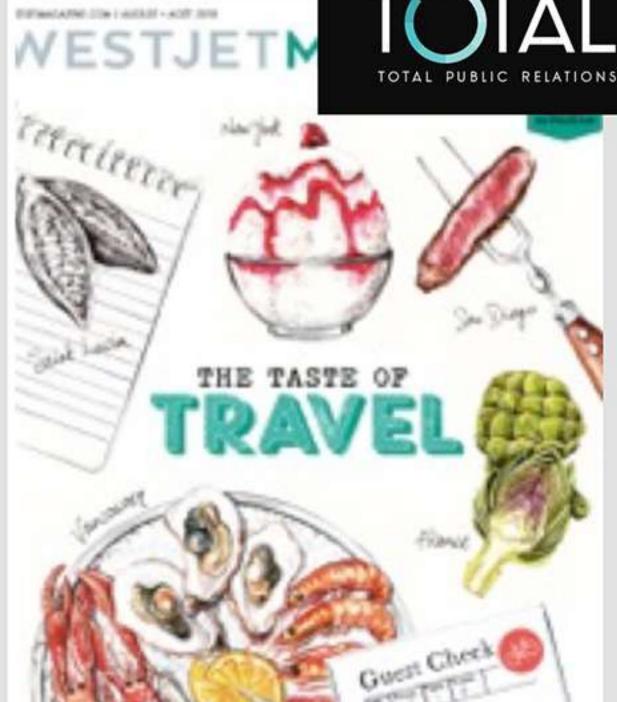
My duly tours of the island serve rewarded, on my return to the mile at the stancing Mariget Rasmorthy Capella, with a generous are up for making the island's de signese special a half bortle of Summer's Reserve with a bushet of or and a bases of Cosp Colar. But by they fid determined Colar is to anotecies. A gloss of weight runs and an pairs suspicitely with a view of the pull latch and the stopp schreichst nade Mariget Ray their transient honor. Brats another sigir dark and dary.

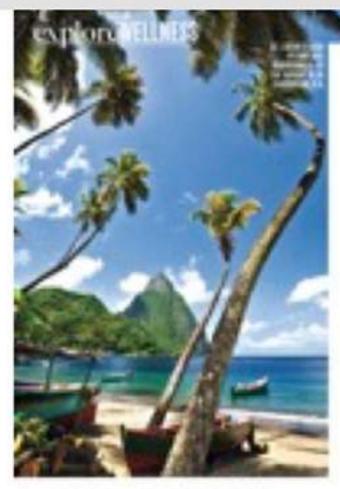


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To accommittee this aspectore estation, our book have publicities appartum halk in one local is no can main the beer with the stand) fances; happen on the bank at Arm-Manar-the served to have the larve test control doubt to the pill. The doubted has not companyly and another leader to be been the factor for the first time. in the stree life maths, for source key closed and I an anado brailing effectively again (hale service deglevel and one to once halt-on light, to be easily \$1







Carpinal officially basedned Toesday with a lockoff event at Nathan Philips Square hosted by Meyer John Yory theil durwaned marguerade containes and traditional Cardiforn fars. "Today was the launch, but it's a month full of crusts and losticities

that an taking place," says Turonto Caribinous Carninal spokesp Andrew Relation.

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## MIN-STOP COLLEGE FLST

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## A particle participant participant participant during the Grand Particle at the Cartillasor Carries in Toronia on



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**Toronto Caribbean Carnival to have topless** 

performers to boost body positivity



The Canadian Press Published Trunsley, August 1, 2018 3:50PM 0211

TORONTO - A small prova of logiess women will be lating part in the Teronic Carlistean Carriva's parade this weekend in an effort to send a message about body praitivity.

Yourne Dankey a photographer working on a body positivity project, and the approached organizers with a jetypose for topless manupuraders because she wanted to sport a conversation about desenualizing worker's bodies.







# 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

SOCIAL MEDIA MANAGEMENT CONTENT DEVELOPMENT

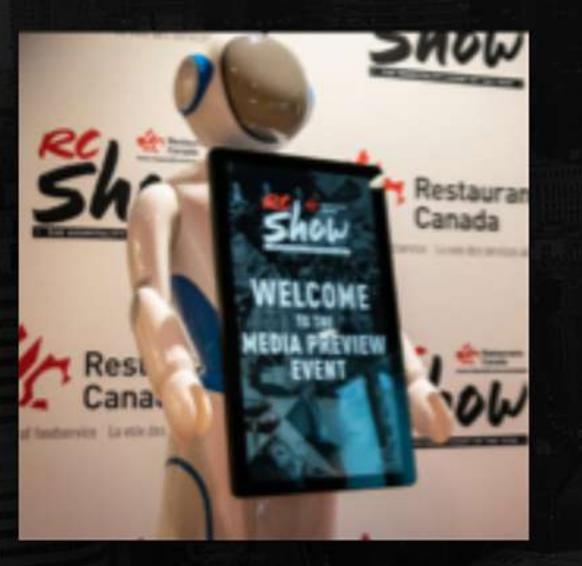


DIGITAL MARKETING

CRISIS MANAGEMENT

MEDIA PREVIEWS

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







TORONTO CARIBBEAN CARNIVAL: MEDIA LAUNCH

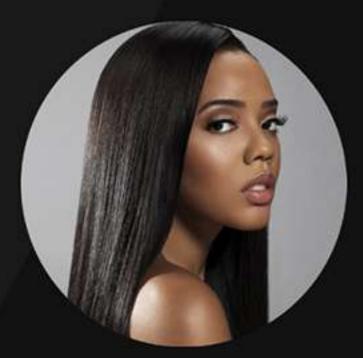


## EVENTS



SAINT LUCIA TOURISM AUTHORITY: JAZZ FESTIVAL LAUNCH

# INFLUENCER ENGAGEMENT



## ANGELA SIMMONS





**REAL HOUSEWIVES** OF ATLANTA





SANGITAL PAEL \*

+ 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



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

> ROXY EARLE \*

SAM KOLDER



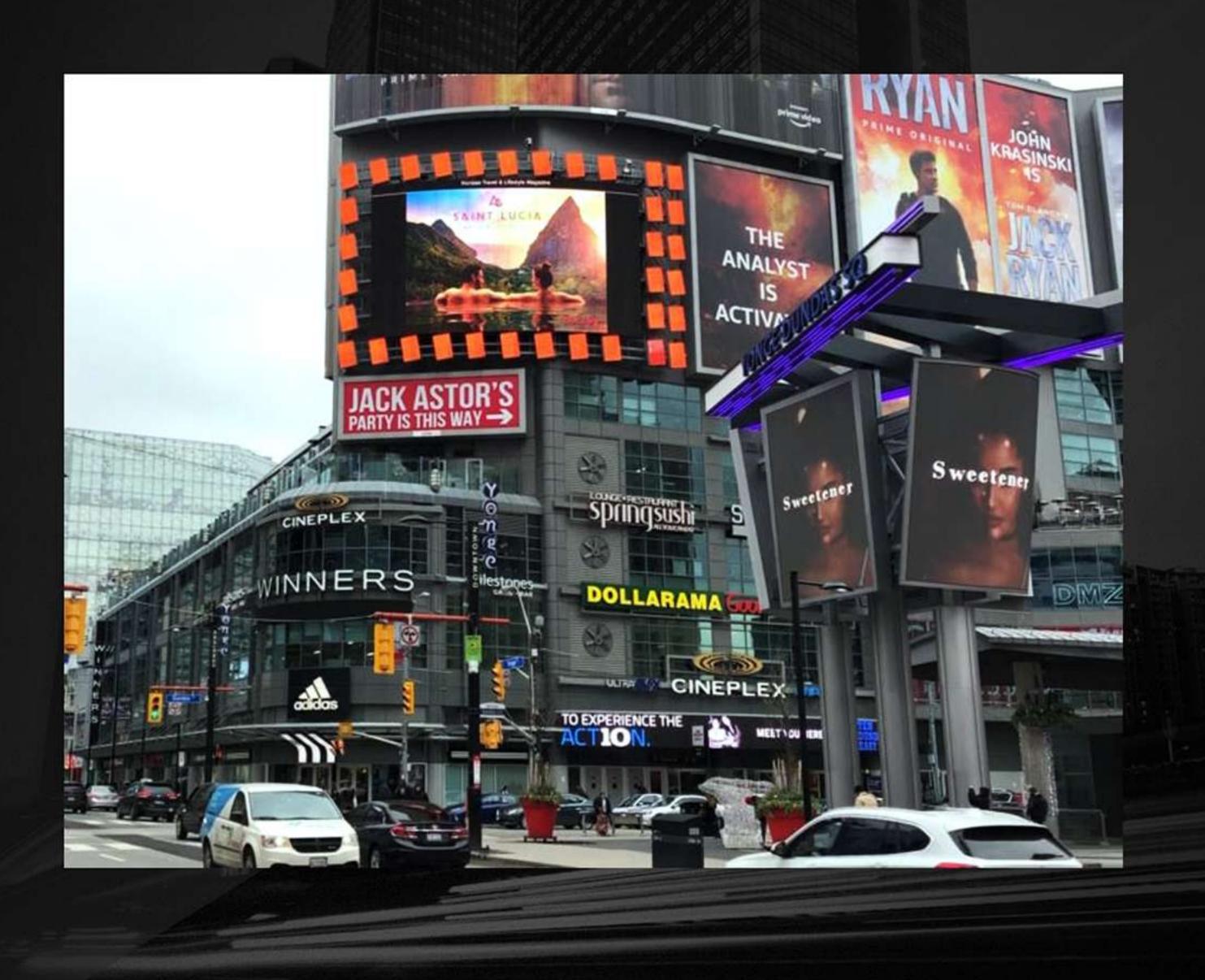


CHELSEA KAUI



+ 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

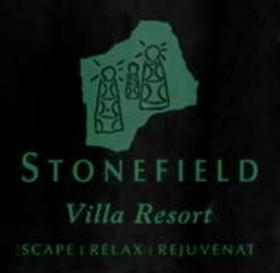






# CASE STUDIES

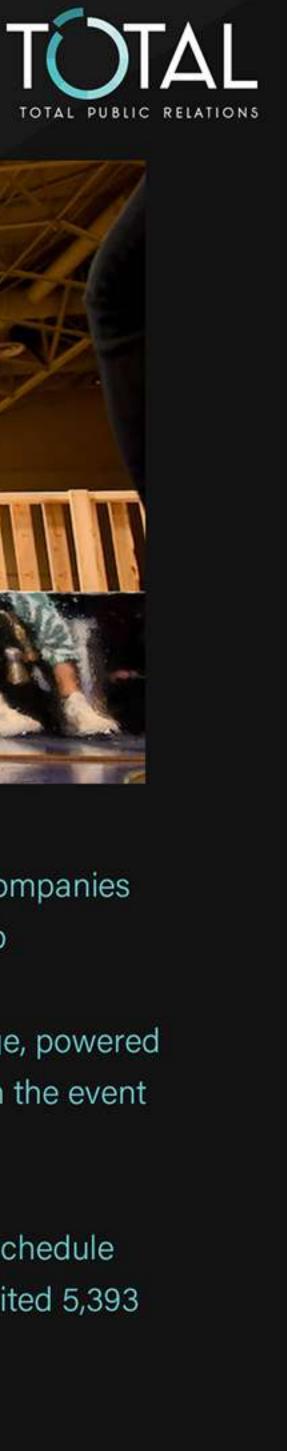




# BMO (\*\*\*\*)

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





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 favourited in the event app
- The Women in Tech lounge, powered by BMO was favourited on the event app 1,618 times
- The Women in Tech app schedule featuring BMO was favourited 5,393 times on the event app

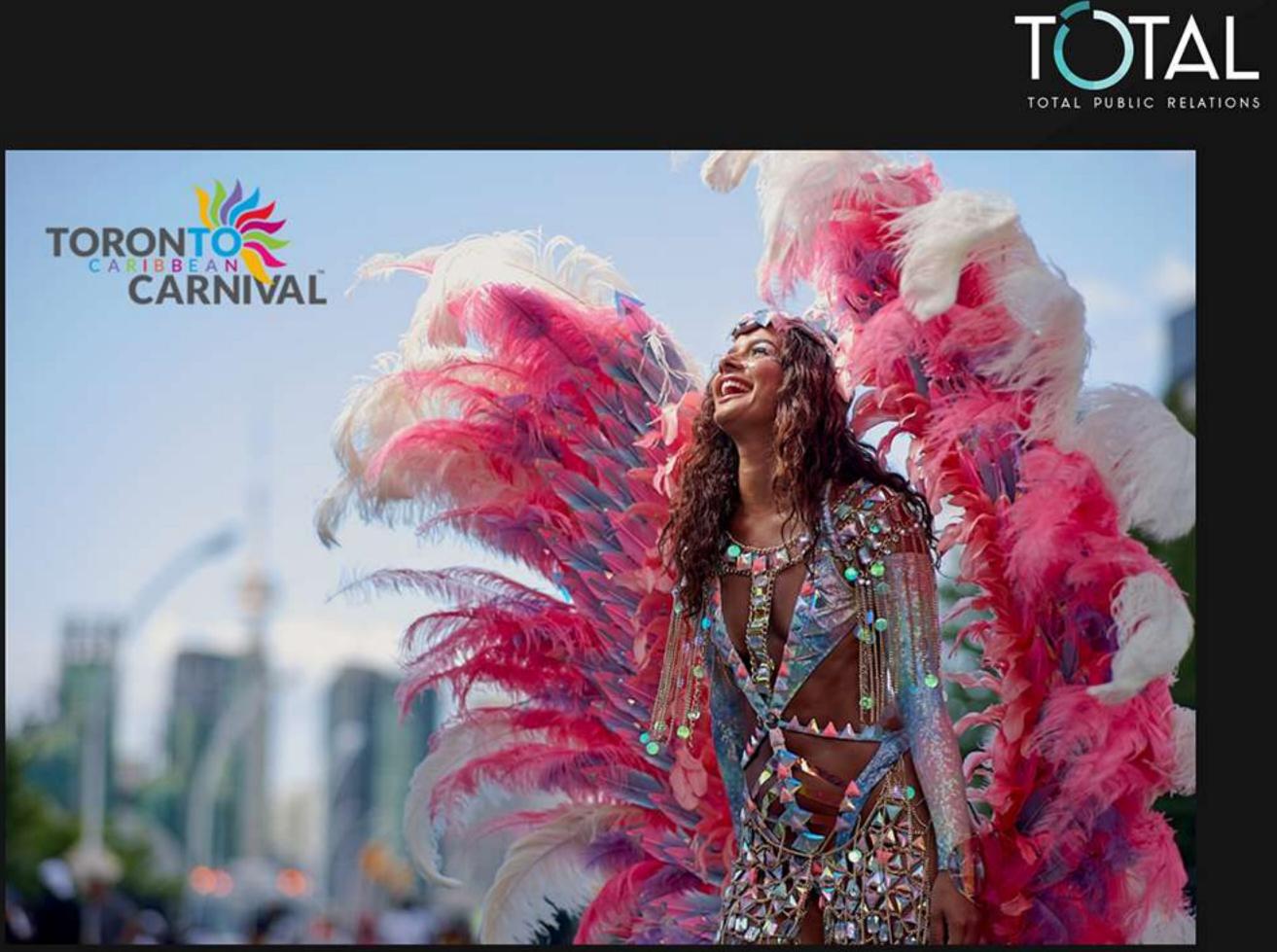


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The Festival Management Committee (FMC), the producers of the Toronto Caribbean Carnival is the largest cultural festival in North America attracting upwards to one million attendees. The committee was looking for a fresh take on targeting millennials 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





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.

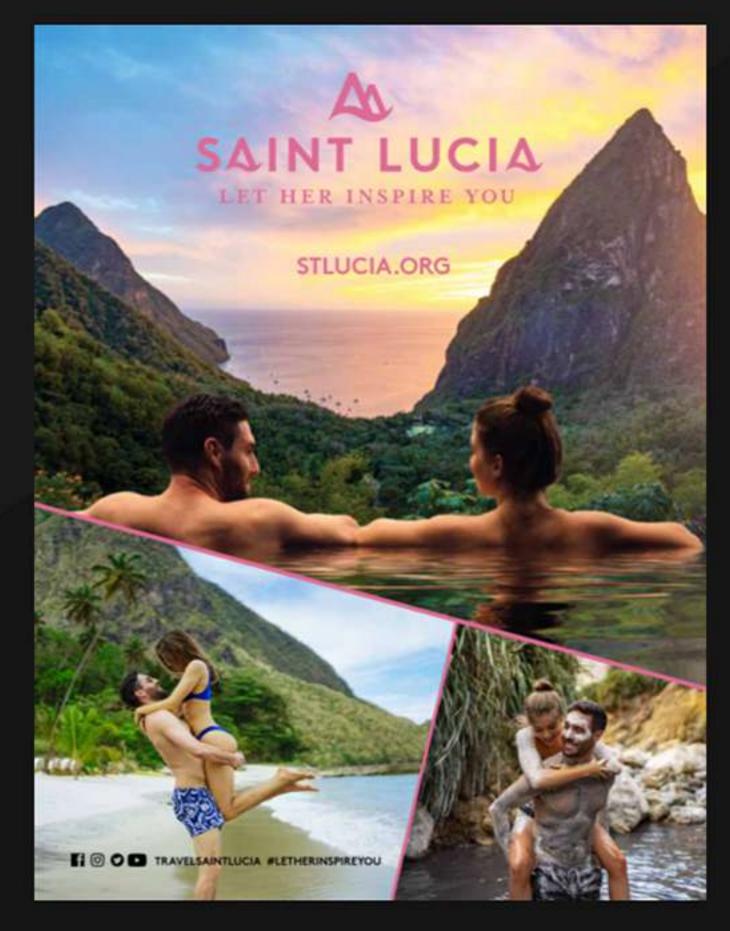




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The Saint Lucia Tourism Authority (SLTA) embarked on a complete rebrand of the destination creating the new tagline "Let Her Inspire You". To create a strong brand identity and greater awareness of Saint Lucia in the international market an island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





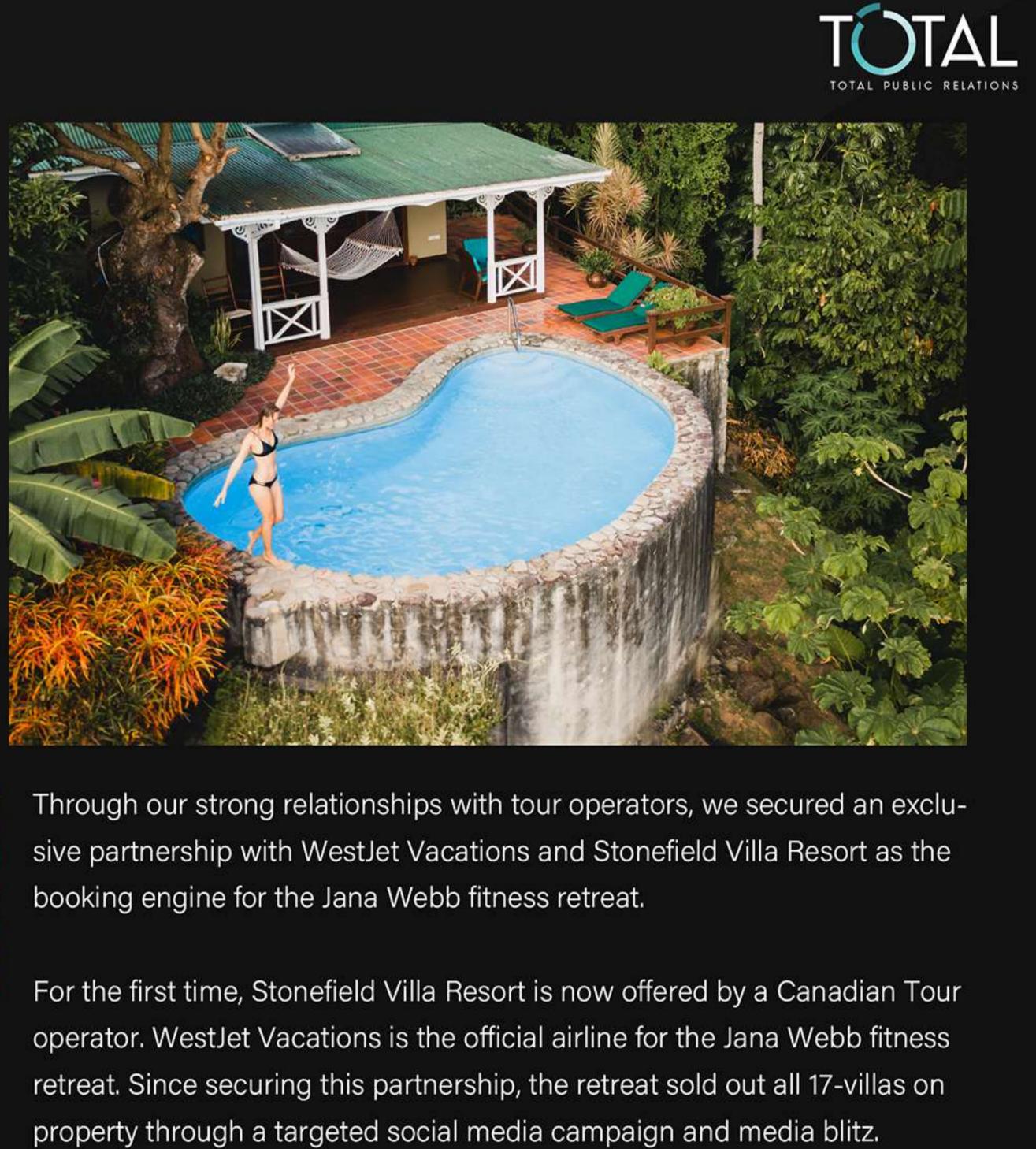
The new brand assets created are currently used on the Saintlucia.org website, social media platforms, digital ads, Air Canada inflight commercial, and television for advertising and promotion of the island. The rebrand videos showcase the magical landscapes of Saint Lucia and tell a story through compelling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



Stonefield Villa Resort 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.





TOTALPUBLICRELATIONS.COM CONTACT:

ANDREW RICKETTS ANDREW = TOTALPUBLICRELATIONS.CA

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## WORK WITH US

## TOTAL PUBLIC RELATIONS