

WAN *Campbell* PR

“Exposure Equals Elevation”

Services & Price List

Our PR, Branding and Event Management services are here to serve those in the fashion, beauty, entertainment and lifestyle industries. They are available on retainer or as a one- time service (see services for pricing).

Services

Public Relations - Through PR a client can be sure to receive careful planning of strategies and campaigns that allow clients to gain a positive image with their target audiences. We understand that developing the narrative of the business will determine how the public will support its efforts. Creating and protecting a client’s overall image in the public by providing media relations i.e. press coverage, pitching stories, press releases, media advisories, media coaching, social media management, creating eye catching marketing material and events that build brand recognition will always be a priority. Occasionally a brand will need ***Crisis Management*** to help protect their brand from a damaging situation. This is a reactive/proactive service that helps the client manage a crisis or situation that if left unattended could possible damage the reputation of the brand/product. These situations are usually time sensitive and deserves immediate attention. It may include advising client when to speak, issuing statement on clients behalf etc.

Sponsorship Acquisition is also included in PR services. (***\$1500 per month, limited time i.e. Campaign or Event***)

Brand Management - Branding is an important element in developing a product/business/persons image. Visual aids that captivate a client's audience help identify

who/what your brand represents. Creating materials such as logos, website copy, media kits, composite cards, signage, promotional items etc. will provide brand recognition. It is equally important to position a client's brand in areas that is conducive for growth. Branding must embody the core objectives of the business and portray that message effectively to the public. An important element of branding is ***Sponsorship Acquisition***. Aligning your brand with those whose core value align with yours is extremely important. From planning to negotiation we will secure sponsorships for a client. ***(\$1200 & up depending on need)***

Event Management - Developing and managing a client sponsored publicity event that is designed to strengthen a client's business/product can and will help strengthen the brand. This includes developing themes, providing media for event, managing guest list and contracting with all vendors necessary for the execution of the event, including, but not limited to: Site Location, Event Décor, Caterer, Staging, Lighting, Audio/Visual etc. ***(\$1000 without press per month or length of contract, \$1300 with press)***

Al La Carte Services

The services below may be purchased for a one-time fee and may not be combined with PR Branding or Event Management Services.

Branding/PR Consultations- A 1-2 hour Consultation where you will be provided with guidance on Branding and PR. WCPR will provide you with a detailed PR Plan as well as Branding Strategies. ***(\$350 with PR Plan \$250 without)***

Media Kits – A press/media kit is a collection of promotional materials typically given to the press that thoroughly describes a business/person/product. It can also be used for mergers & acquisitions. ***(\$350 & up depending on need)***

Press Releases – A written document used for media distribution usually for an announcing of something presumably newsworthy. ***(\$250)***

Biographies – A biography is a written statement that describes the life of a business/product/individual. ***(\$250)***

Web Site Content - Content that is used for informational purposes and marketing online. Content will be specific to the brand and what you are trying to accomplish. ***(\$500 & up depending on need)***

Marketing Materials- Each item is created for specific needs. We will work alongside a graphic designer to make sure each item has a professional look. Items include but not limited to Brochures, Signage, One Sheets and Composite Cards etc. ***(\$200 & up depending on what's need)***

Media Coaching – This service is to prepare clients to be in front of the camera. We will teach techniques to ensure the client's message is getting across to the public effectively. ***(\$300)***