

PR, MEDIA, INFLUENCERS

# DROP CREATIVE AGENCY

KAITLIN NARCISO | MARLIE GODDARD

CREATIVE  
MARKETING & PR  
STRATEGIES

BRAND AWARENESS, EVENTS,  
CONTENT CREATION, MEDIA  
OPPORTUNITIES



# THE CO-FOUNDERS



**Kaitlin Narciso**

Co-Founder, DROP Creative Agency

Media & Journalism Graduate,  
Seneca College & Western University

Content Creator, Streets of Toronto

Travel & Culture Editor, HOLR  
Magazine



**Marlie Goddard**

Co-Founder, DROP Creative Agency

IVEY Business School Graduate,  
Western University

Professional Dancer & Choreographer

Fitness Instructor, Fit Factory Fitness



# WHO WE ARE

ABOUT DROP

With Marlie's business and sales background and Kaitlin's content creation and media experience, DROP Creative Agency finds the perfect balance between creativity and commerce.

Seeing a disconnect in the way businesses were connecting with their clientele, influencers and media in general, the DROP founders help brands build effective, on-going relationships that provide powerful messaging across multiple platforms and mediums.

Marlie and Kaitlin use creative solutions to help build their clients' presence and achieve their marketing goals. With extensive networks in the travel, fitness and health fields, the duo seized the opportunity to leverage each other's strengths and communities.

From ideation to execution, DROP is a creative agency that specializes in influencer marketing, media relations, and boutique events.

@DROPCREATIVEAGENCY





## Media & Public Relations

Leverage our media connections to land coverage for your brand and founders across media outlets.

## Influencer Relations

Build out your brand's community of loyal ambassadors that will promote your brand both on and offline on an ongoing basis. Build relationships with paid and/or in-kind influencers to generate hype and high-performing content.

## Social Media Management

Outsource the day-to-day community management, grid-planning, and posting across all platforms relevant to your brand, so you can spend more time on the big picture.

## Content Creation

We create content strategically for a feed that not only looks stunning but generates engagement. We create templates for graphic content, stunning product and lifestyle photography, and catchy videos that inspire action. For high-production shoots, we liaise with the photo/videographers to ensure brand guidelines are met and expectations are exceeded.

## Event Execution

Activate your communities in real life – and give everyone else FOMO on social. Think of us as the hype machines for your event: we'll strategize creatively for events that will garner media attention, invite all the right press and influencers, create show-stopping content, and ensure everyone leaves with an unforgettable brand experience.





# S E R V I C E S

## MEDIA & PUBLIC RELATIONS

- Press Release writing & dissemination for announcements
- Pitching founders for interviews
- Pitching articles to media outlets
- Building relationships with media
- Secure content partnerships with media outlets for ongoing coverage
- Producing copy & assets for media
- Media training available

## CONTENT MANAGEMENT

- Content strategy & creation for social media platforms
- Graphic design + template creation
- High production content creation for website, campaigns, etc., ensuring your brand guidelines & messaging are not lost in the sauce when working with photographers and videographers

## INFLUENCER RELATIONS

- Build out an ongoing influencer program leveraging either paid or in-kind influencers, or a combination of the two, in your key markets
- Send PR packages to key influencers to generate hype on social and increase loyalty among influencers
- Generate brand awareness and hype through an influencer strategy that trickles down to the public as well
- Giveaways: grow your following through giveaways with large influencers, or several micro-influencers. Option to team up with other complimentary brands to increase giveaway value and reach
- Celebrity Endorsers: Land a celebrity spokesperson for your brand to elevate your brand identity and connect with their audience

## EVENT EXECUTION

- Creative strategy for events that garner media attention
- Writing and dissemination of press releases
- Inviting media and influencers to events for coverage
- Inviting the public to events
- Creating content to promote events and generating hype on social media; before, during & after event
- Curation of swag bags
- Some of our past events to get your creative juices flowing:
  - Premium Fitness Experiences
  - Choreographed Flash Mobs
  - Press Trips
  - Free Grilled Cheese Pop-Ups
  - Pizza Hotline for Charity
  - Restaurant Grand Openings
  - Media Previews

## SOCIAL MEDIA MANAGEMENT

- Community management: engaging with followers through commenting, liking & reposting content
- Grid-planning, posting, caption writing
- Platform strategy: identify which platforms are relevant to your brand & how to leverage them effectively

We typically operate on a monthly retainer that is negotiable based on your business needs. Email us to book a discovery call so we can learn about your business objectives and customize our services accordingly.



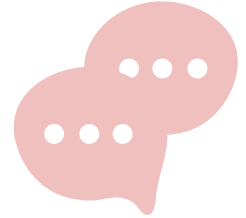
# WHY US?

## EXTENSIVE NETWORK

In both the media and influencer spheres, as well as fitness, health, and travel industries



#1



## EXTENSION OF YOUR TEAM

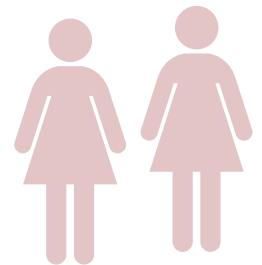
We immerse ourselves in your company so that we can personally communicate as though we are part of your company, rather than a third party agency. It is about YOU, not us.

#2

## Industry Experience

With our combined experiences as content creators in the travel, food, and wellness industries, we've seen what works and what doesn't when it comes to communicating with influencers, planning press trips, and creating content. With our noses on the ground, we hear what people are saying about different brands and can help steer you in the right direction.

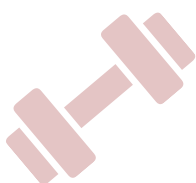
#3



## Young & Hungry

We are two young women out to make our mark, which means we go above and beyond for every client and project that comes our way. We're flexible, agile, and always looking to push the envelope.

#4









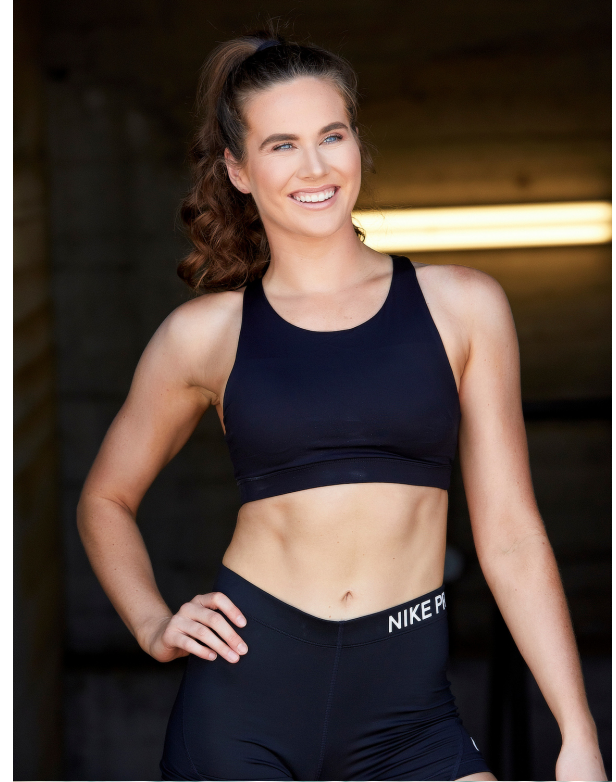
CONTACT

# WORK WITH US

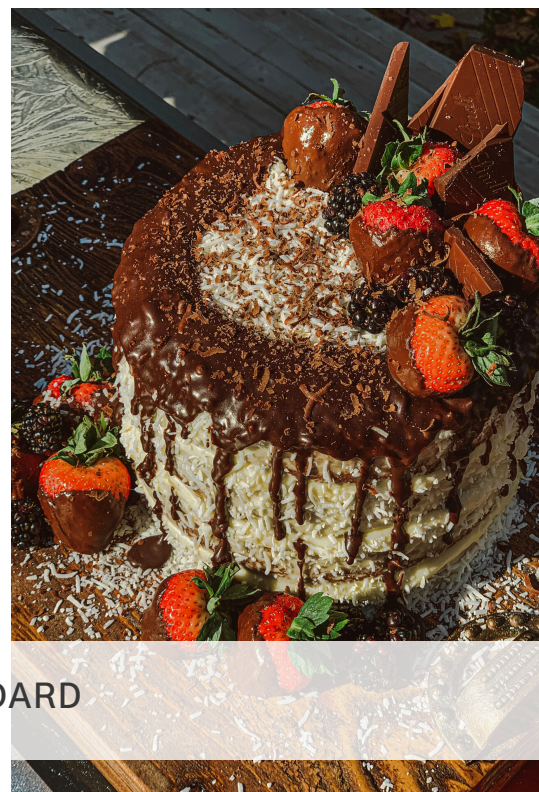
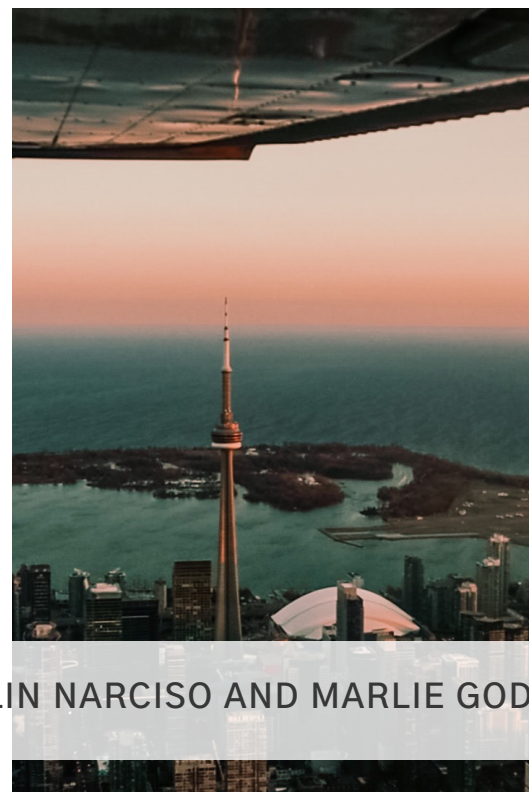
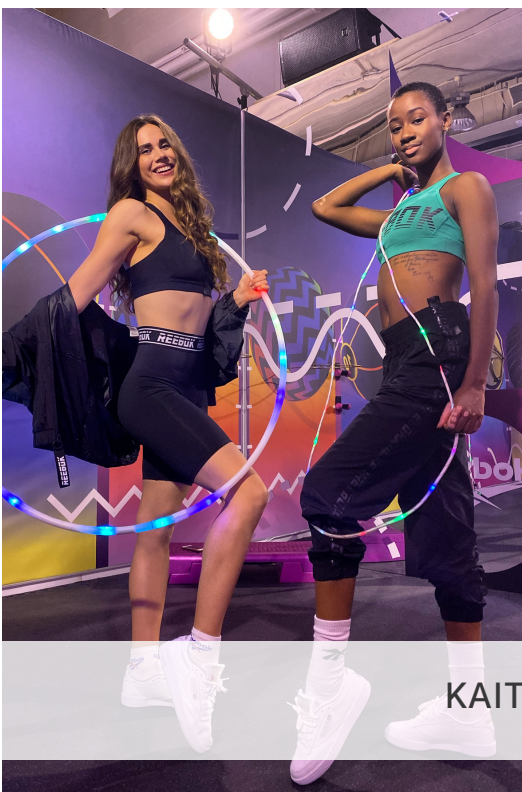
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