

# TEN3

PUBLIC  
RELATIONS

Case Studies

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NEW YORK | LOS ANGELES | MEXICO CITY



# OUR PURPOSE

We **unleash the power of storytelling** that enables organizations to connect with consumers in meaningful ways. Why? Because we know that **strategic marketing is effective marketing.**

Our approach allows us to create **inspired campaigns that drive lasting love and loyalty.**



# Our Expertise Crosses Categories

## Beauty + Hair Care



## Wellness + Personal Care



## Home + Lifestyle



## Food + Beverage





# A Few Words from Our Clients

As a brand new start up, we were impressed not only by how quickly we started seeing coverage but by the level of care for the success of our overall business. When communicating with the TEN3 PR team it felt like they were additional partners in our company, but when they were out working on our behalf it felt like we had the power of a massive agency. Truly caring and professional, we could not have picked a better company or better people to work with.

- Justin Dauman, Co-founder

NEXT ✈ STOP

I could not have asked for a better team to spearhead our corporate branding efforts than TEN3 PR. Now, our points of difference are being communicated across all touch points. They are great partners to help us move our business forward.

- John Florez, CEO

Sharon's passion for her work was apparent from our first meeting. She is a strategic and creative thinker who has introduced new ways for our small non-profit organization to share our story and reach a larger segment of our community. Sharon is a trusted advisor and I look forward to a long and fruitful partnership with her and the team at TEN3 PR.

- Pat Gunther, Managing Director



The team at TEN3 PR helped me boost my visibility, reorganize my website, and strategize about how best to promote my message through op-eds, interviews and article placements. I feel ready to maximize my novel's promotion. Thank you Sharon and Anthony!

- Deirdre Sinnott, Author

Sharon, a trusted colleague I have known for many years, stepped into our team with her knowledge and passion for the brand and business seamlessly. Our account team, which was curated to fit our specific business needs, is as collaborative as they are results driven. Their industry expertise and dedication to our business has made them a natural extension of our internal team and we couldn't have chosen better partners.

- Rebecca O'Brien Fernandez, Senior Director of Communications



The TEN3 PR team does amazing work! We have been writing about our brand forever and we've never achieved any messaging as clear as Sharon and the team developed.


- Chris Christmas, Co-founder





Our Work: A Snapshot



A stack of fashion magazines is shown, with a prominent blue semi-transparent overlay on the left side. The top magazine cover features the word 'VOGUE' in large red letters and a portrait of Rihanna. Below the overlay, the name 'RIHANNA' is visible on the cover. Other magazine covers are partially visible in the background, including one with a woman's face and another with a woman in a red dress. The overall scene is a close-up of the magazines, creating a sense of depth and focus on the media industry.

# MEDIA RELATIONS

Unleashing the power of culture to deliver your messages to the right audience at the right time in the right way.



# Some Places Our Clients Recently Appeared

allure

BYRDIE

Women'sHealth

COSMOPOLITAN

PureWow

elite daily

LATINA

GLAMOUR

GOOD  
HOUSEKEEPING



REALSIMPLE

ESSENCE

POPSUGAR

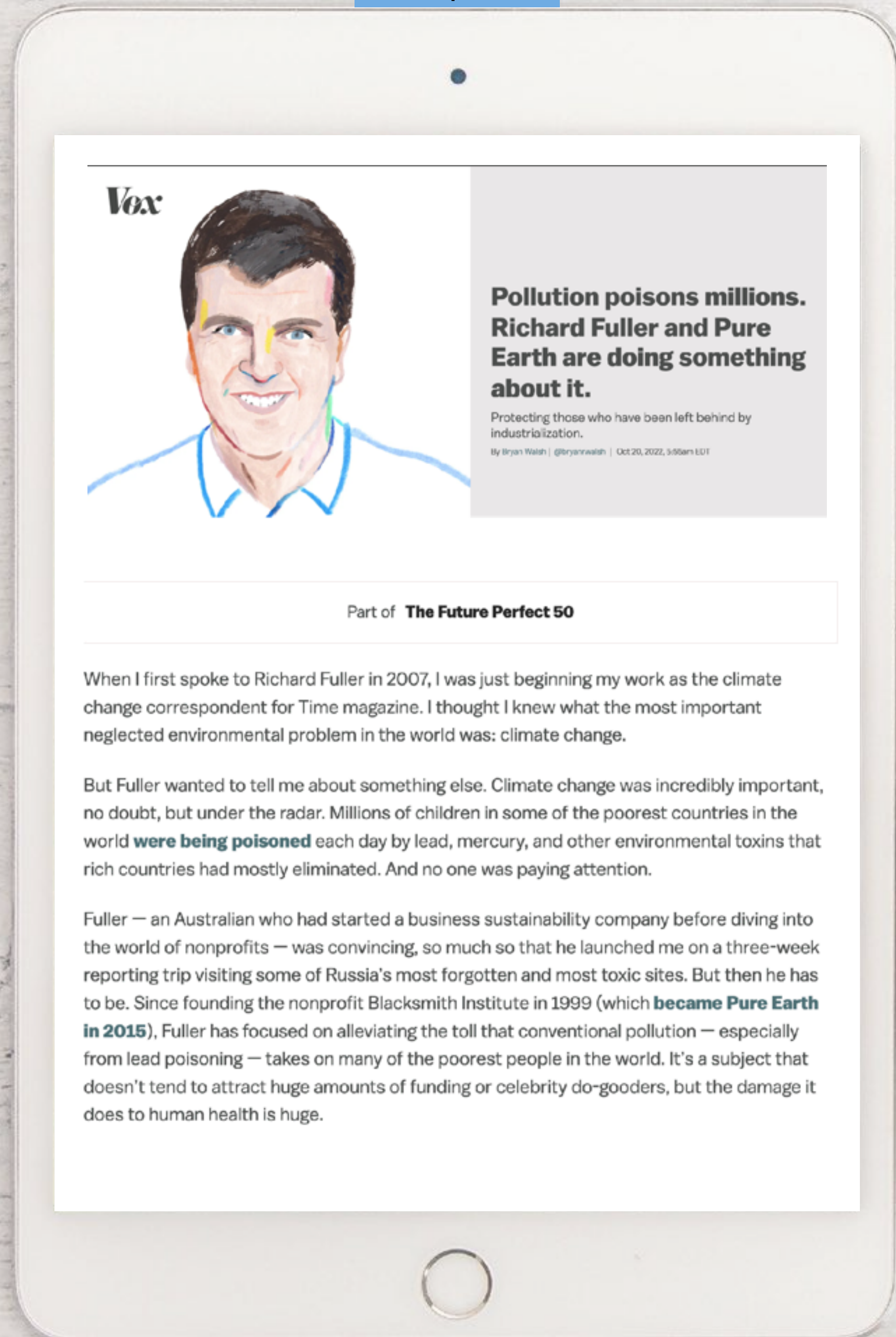


WWD

WHO  
WHAT  
WEAR

NEWBEAUTY  
THE BEAUTY AUTHORITY





## CHALLENGE: RAISE AWARENESS

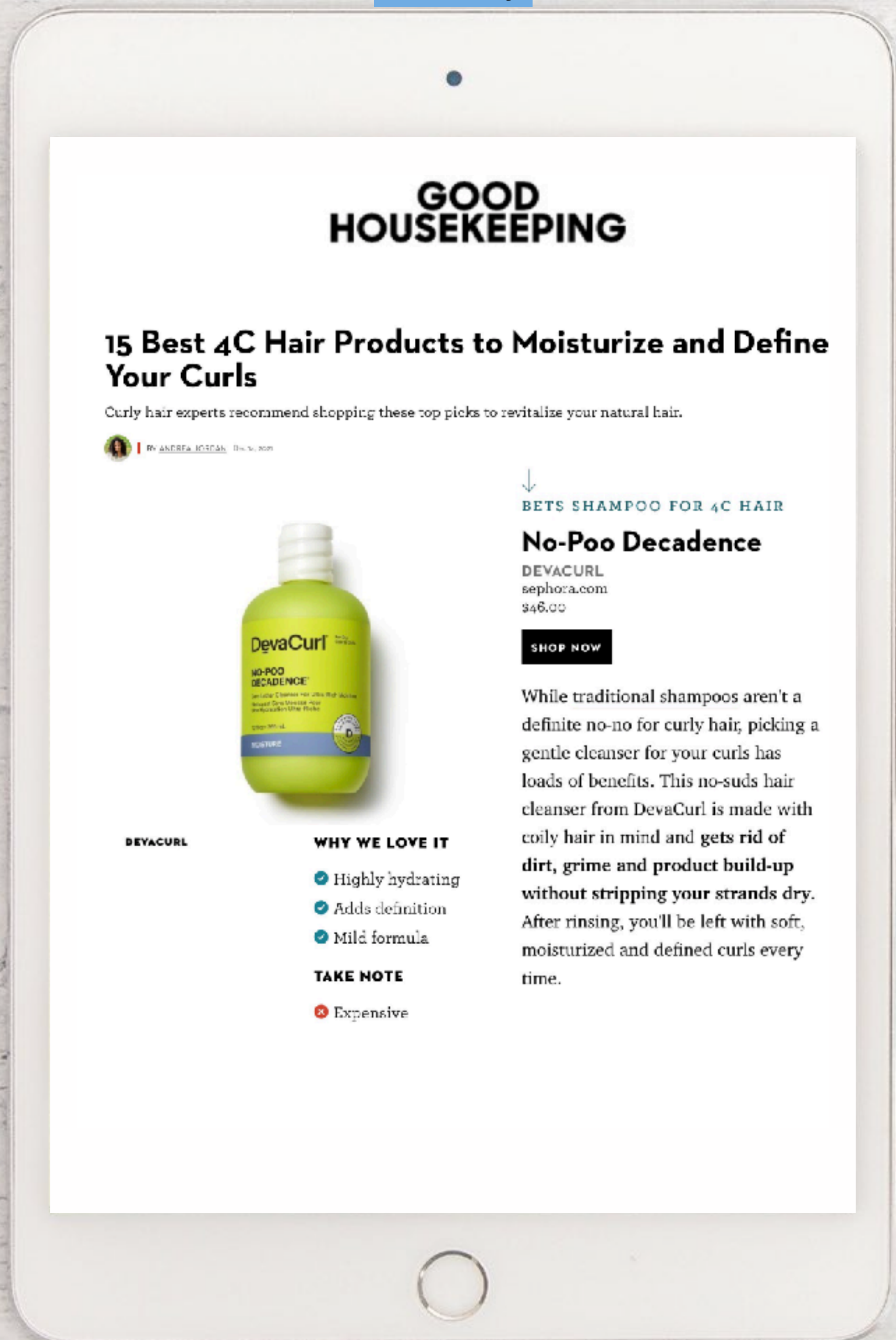
## Action:

1/Elevate founder and strategic partnerships to raise awareness of impact of global pollution; 2/Leverage annual pollution report to create relevance and urgency within news cycle; 3/Publish white paper in trade journal based on ongoing research and success.

## Results:

- To date Pure Earth has been featured in a broad range of media in 70 countries including **CNN, CNBC, BB C News, Associated Press, Financial Times, The Washington Post, France 24, and Le Monde.**
- Our efforts garnered more than **2 Billion media impressions** as well as over 5,000 social media mentions.





CHALLENGE: REGAIN CONSUMER TRUST

Action:

- 1/Leverage diverse panel of third-party experts to educate about brand benefits, amplify messaging around the psychology of naturally curly hair, and credential brand safety and efficacy;
- 2/Lean into supportive beauty editors/reporters with first looks at new line-up;
- 3/Seize pop culture milestones and recognition days to gain relevance;
- 4/Arm diverse creator community with products and key messages to re-engage community on social.

Results:

- DevaCurl was featured in **all top-tier beauty and trade publications** including an exclusive in **WWD** and multiple articles in media outlets that either negatively covered or wouldn't cover the brand the prior year.
- The brand was selected for coveted **"Best of Beauty"** and Readers' Choice awards by **Allure, InStyle, Self,** and **Cosmopolitan.**
- Our efforts resulted in more than **8.2 billion media impressions** and counting in outlets including **Today, Allure, Byrdie, Cosmopolitan, ELLE, Essence, Good Housekeeping, Latina, MadameNoir, PureWow, StyleCaster,** and **Women's Health.**



**FORTUNE**

**Next Stop Candles:** This one is best for a "staycation." As the number of COVID-19 cases continues to spike daily to harrowing levels, it might be worth considering putting off your travel plans if you can. So if you're staying home, you can at least set the mood to somewhere else with Next Stop Candles, a line of scented, hand-poured candles emitting peaceful aromas from Maui to Mykonos. Each candle is inspired by a destination around the world, uses vegan wax (including coconut and soy), and has a wooden wick for a more even burn—for approximately 60 to 80 hours of burning time. **SRP: \$40 for an individual candle**, and there is a "frequent flyer club" membership for regular deliveries.

CHALLENGE: INTRODUCE NEW BRAND

**Action:**

1/Seize stay-at-home order to create demand for a new way to experience luxury travel destinations; 2/Leverage upcoming holiday season to create urgency for media to share our story; 3/Engage travel-focused micro-influencers for reviews and unboxing content on Instagram and YouTube.

**Results:**

- Next Stop candles were featured in **5 top-tier and 3 key regional publications** and generated over **530 million UVMs within a 90-day period**. Our team secured coverage in publications including **Fortune, Prevention, Observer, and Elite Daily**.
- Influencer program resulted in UGC from **10 high-engagement travel influencers** which amplified sales during peak, make it or break it holiday season.



The Florida Times-Union  
jacksonville.com

HEALTHCARE

## With a son who is legally blind, Lisa Pleasants works to raise funds for research

Charlie Patton

Published 3:00 p.m. ET July 4, 2017

[View Comments](#) [f](#) [t](#) [e](#)



After her son Brendon was born with X-linked retinoschisis, a genetic condition that leads to macular degeneration, Lisa Pleasants founded MOMS for Sight, a Jacksonville based non-profit which raises money to fund research into retinal degenerative diseases. (Charlie Patton/Florida Times-Union/Florida Times-Union)

Even while she was pregnant with her son Brendon, now 18, Lisa Pleasants knew there was a possibility he would be born with a rare genetic condition that could leave him legally blind.

Pleasants has two brothers and a cousin who were born with X-linked retinoschisis, which causes layers of the retina to separate. It is the leading cause of juvenile macular degeneration in males.

Brendon Pleasants is legally blind. He uses magnifiers, large-print books, a camera connected to a computer, a Galaxy S6 cell phone and an iPad to read. Without assistance, he can read the top two lines of an eye chart. But his vision is "getting worse over time," he said.



CHALLENGE: EDUCATE + EMPOWER

### Action:

1/Educate about investigational treatment options for rare inherited eye diseases; 2/Partner with principal investigators and advocacy groups to raise awareness of clinical trials; 3/Establish company presence on social media; 4/Develop key digital assets for use across channels.

### Results:

- Conducted local media tours in partnership with research institutions, investigators, and local patient/family spokespeople
- Forged partnerships with rare disease advocacy groups and supported local in-person and virtual events
- Created company social channels and built community from ground up
- Developed social media playbook for employee use
- Created employee activation on social media for Rare Disease Day

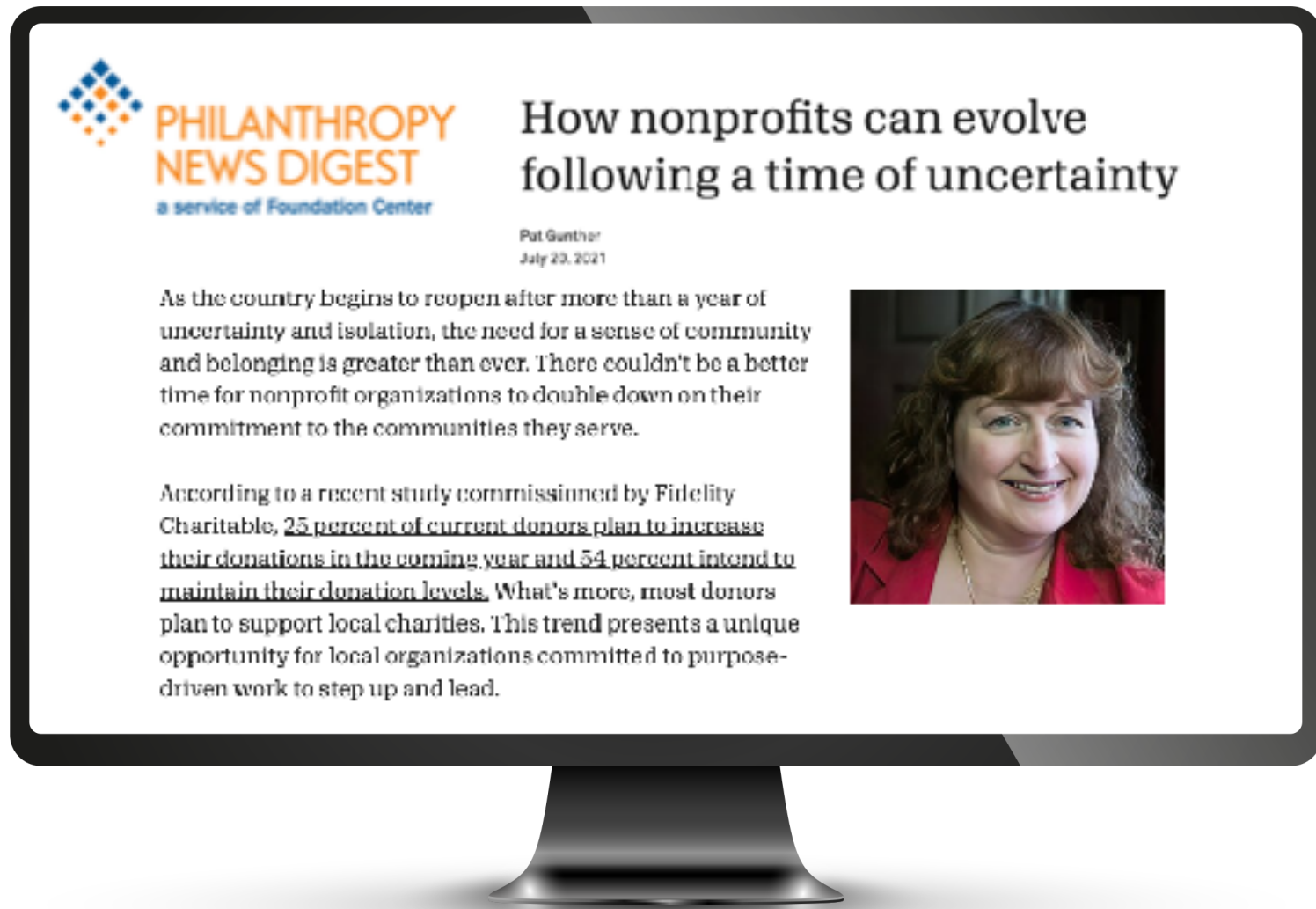




# THOUGHT LEADERSHIP

Elevating organizations, brands, and leaders above the fray of competition by creating an authoritative presence in the places that matter.

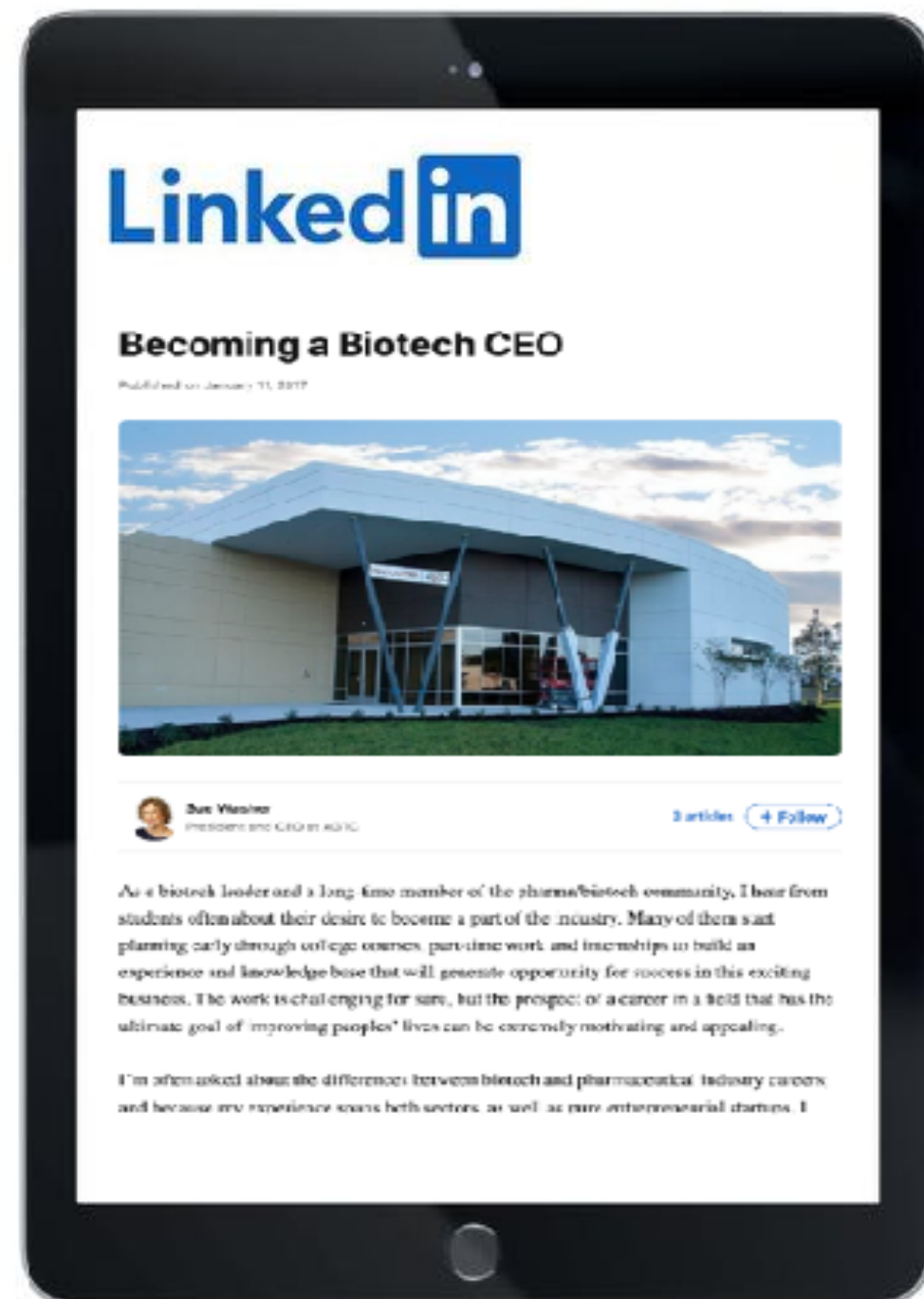




Contributor Articles



- See links below for examples of by-lined articles in business and industry trade publications and blog posts:



Social Media + Blog Posts

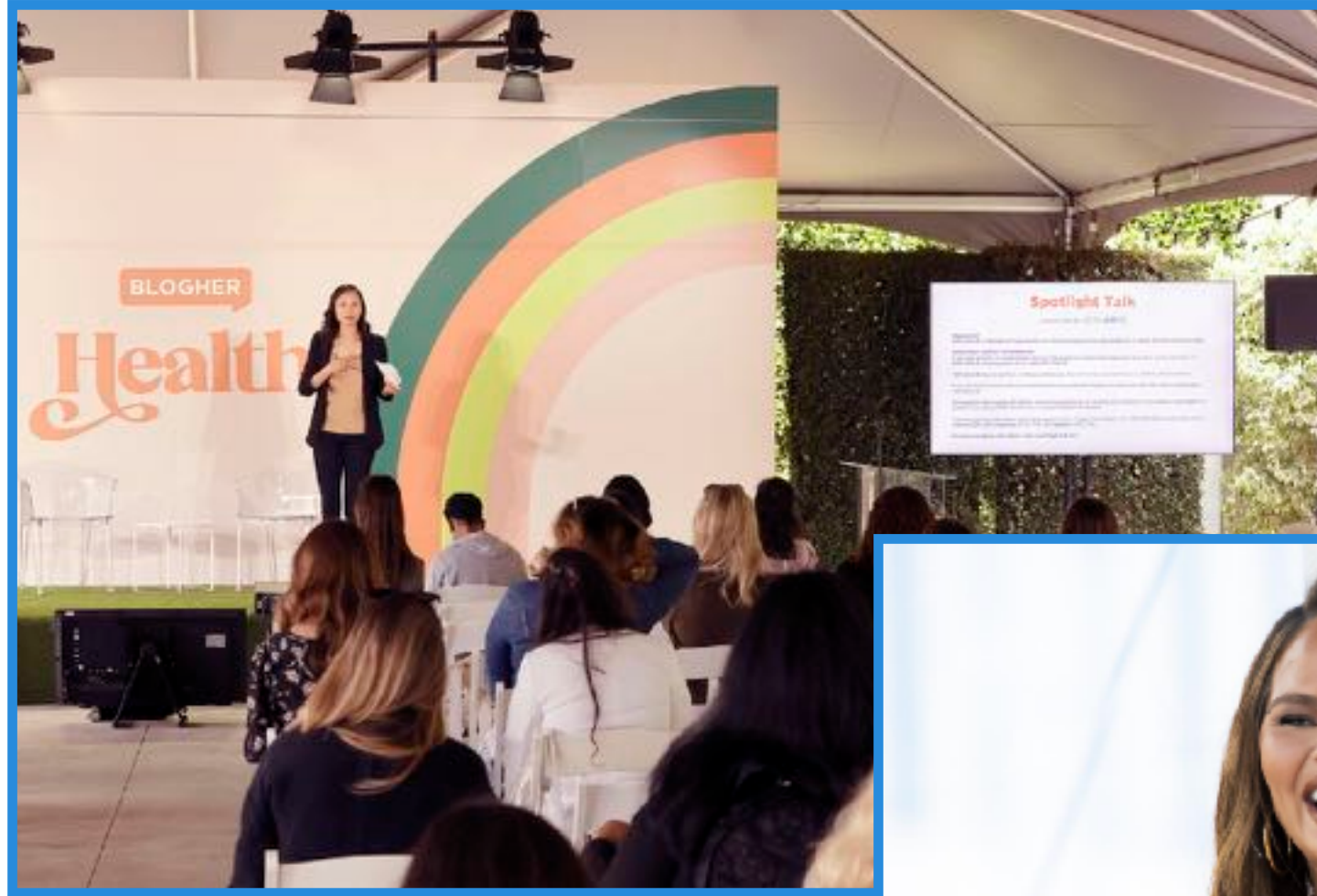


[RightWorks Staffing Blog](#)

[Nico Barawid Entrepreneur By-lines](#)

[NonProfit By-line](#)





We place our clients at top industry conferences to help credential them as authoritative voices in their industry and in the world of business:

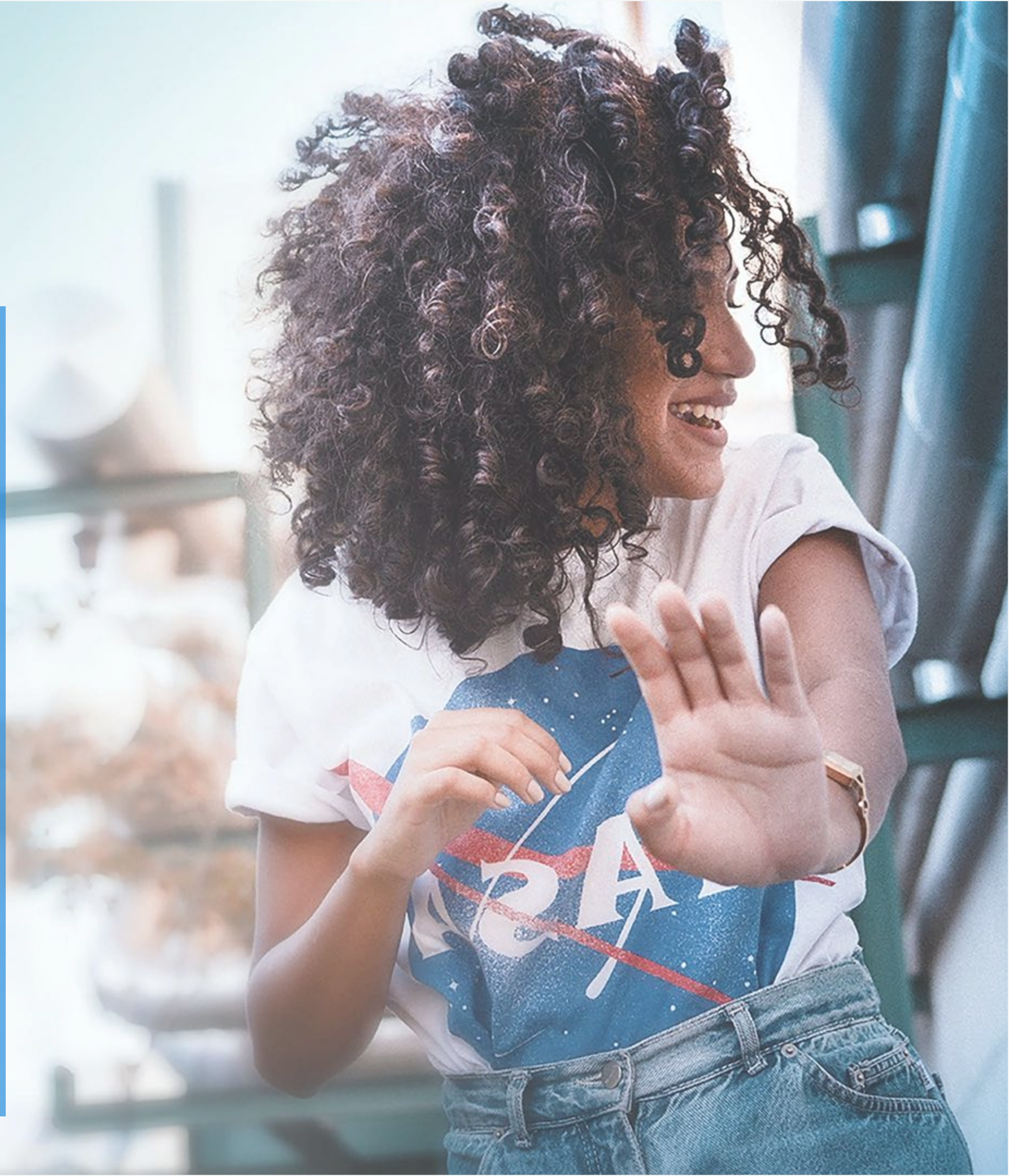
Some of the events our clients have participated in:

- BlogHER
- BlogHER Health
- ALIS
- Fast Company Innovation Festival
- The Kroger Wellness Festival



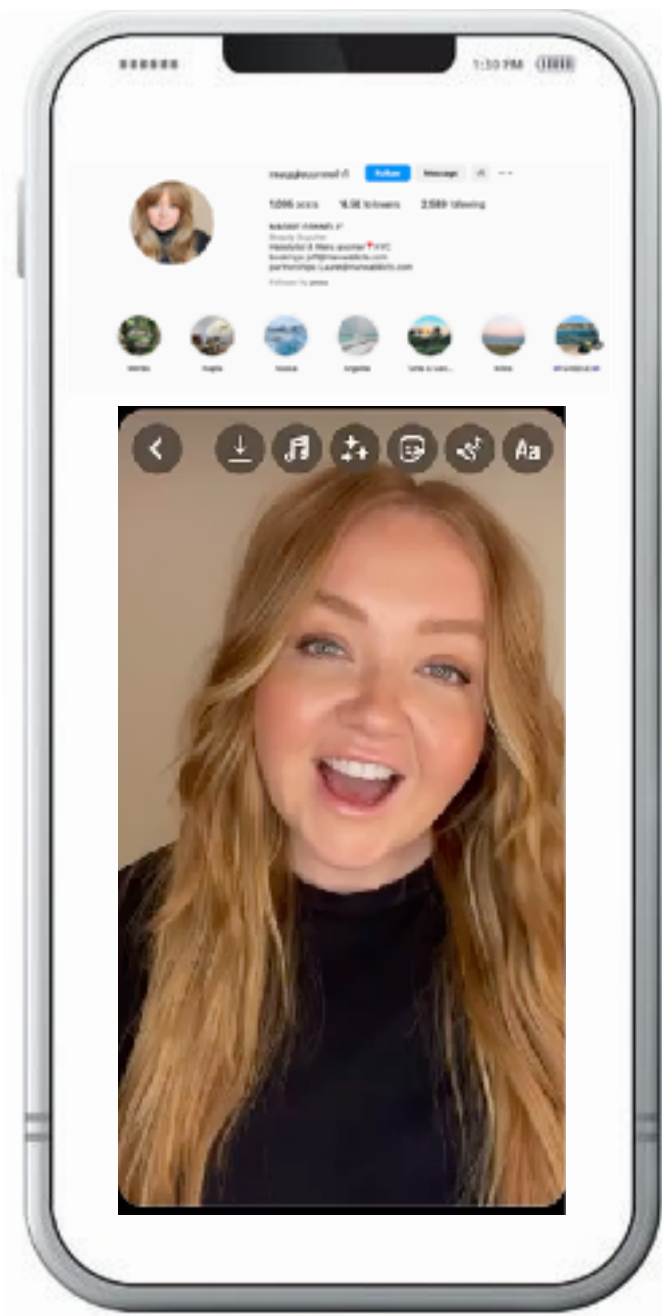
# SOCIAL MEDIA + INFLUENCER RELATIONS

Harnessing the power of culture and influence to help brands leverage the arbiters of cultural trends to connect with consumers where they are.

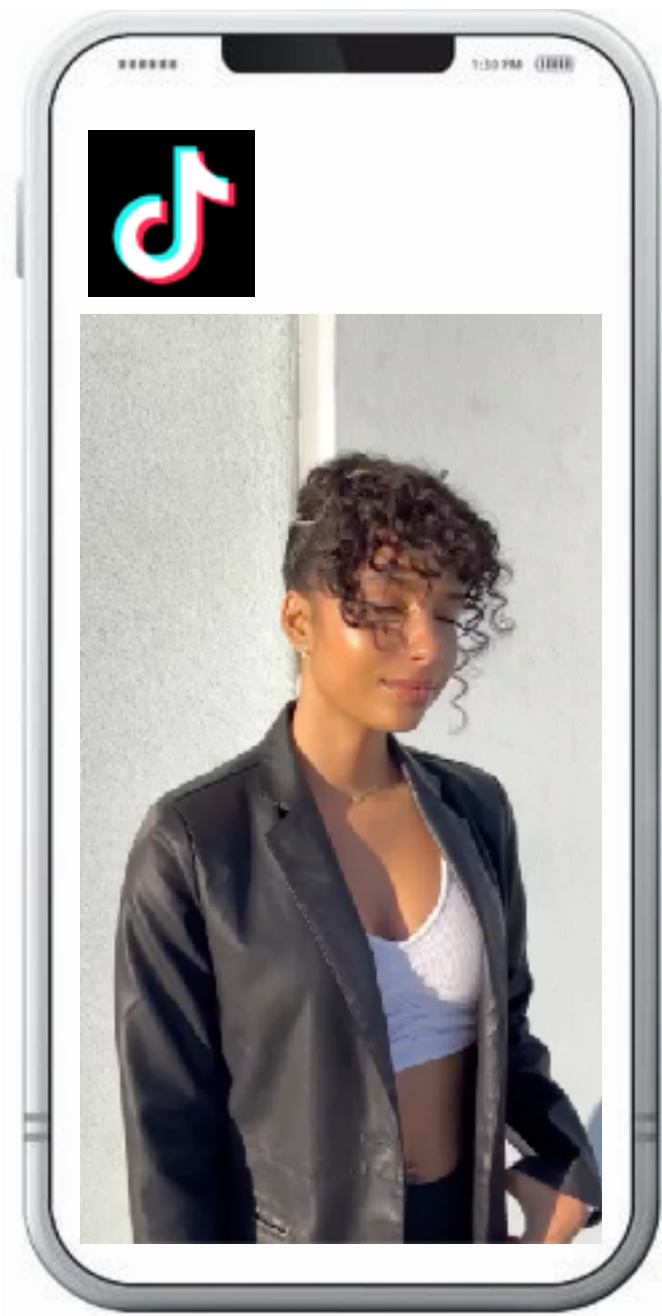




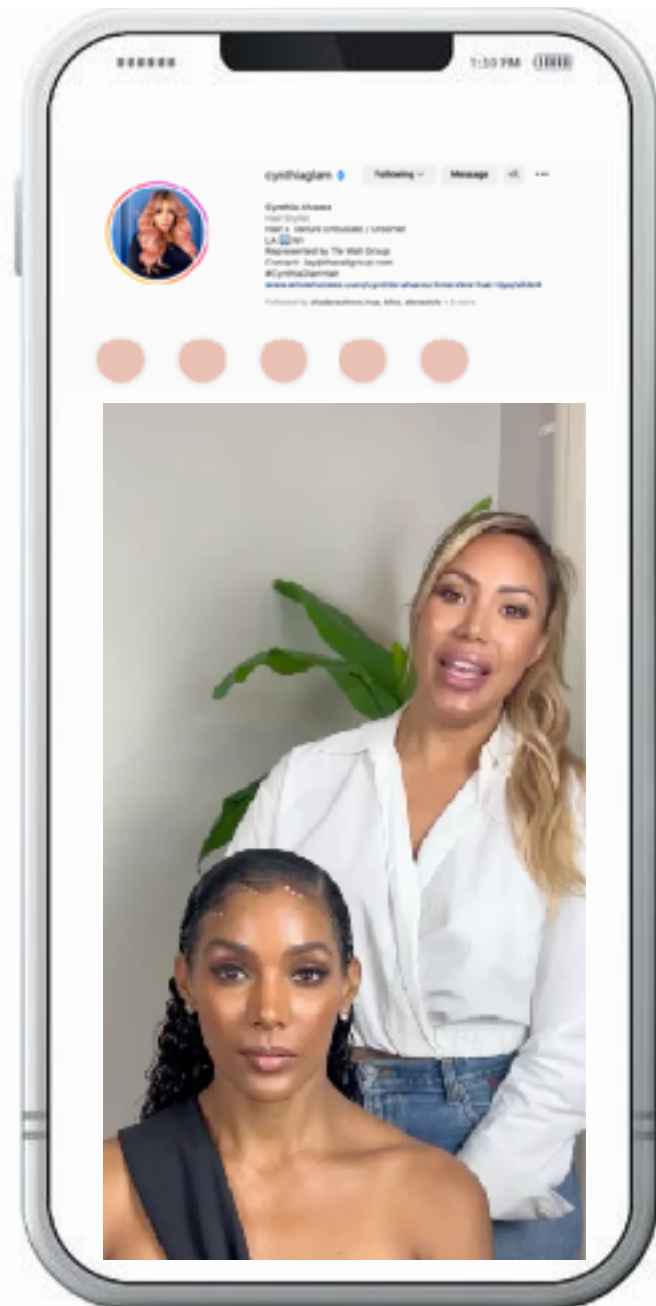
Click Stylists' Names to Watch



[Maggie Connelly](#)



[Reagan Link](#)



[Cynthia Alvarez](#)

CHALLENGE: CREATE PRO COMMUNITY FOR DTC BRAND

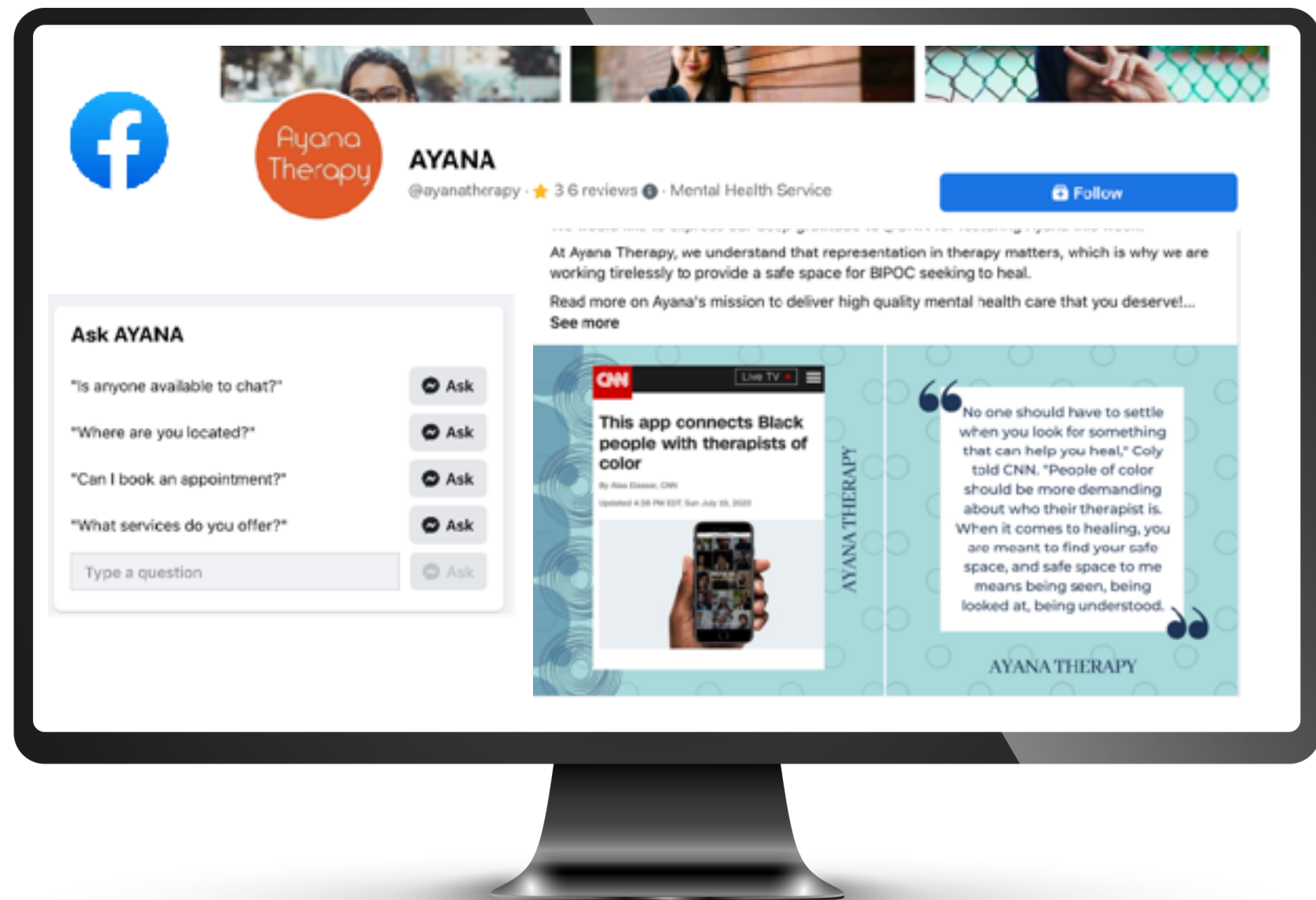
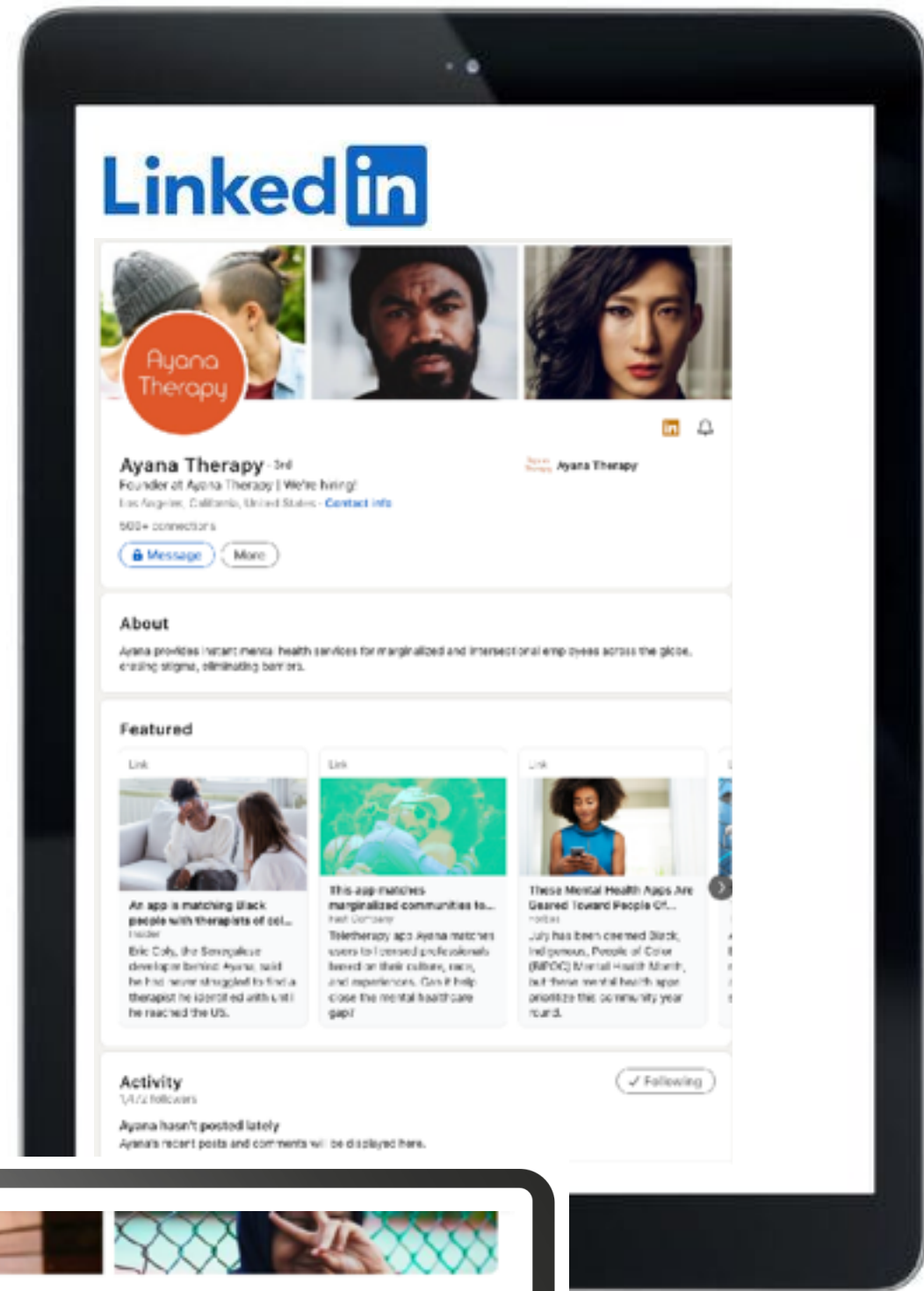
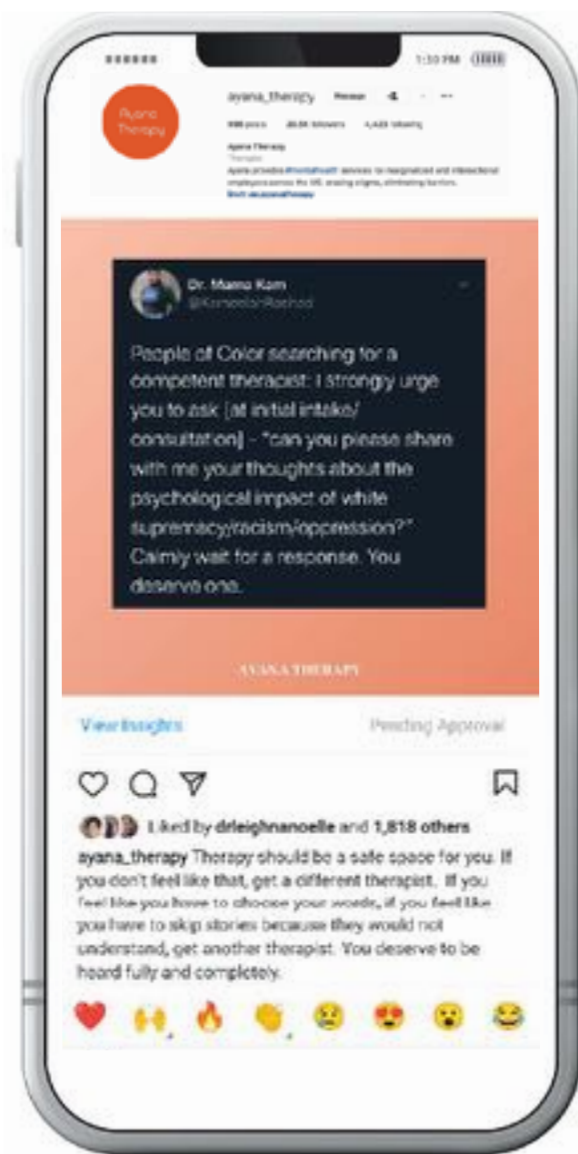
Action:

- 1/Leverage professional, celebrity stylists' credibility with consumers to introduce new Prose Styling Gel;
- 2/Educate consumers in brand efficacy and points of difference with engaging "how-to" social content;
- 3/Use celebrity stylist testimonials to introduce brand to consumers for trial and professionals for client recommendations.

Results:

- Secured content creation partnerships with 5 top **celebrity stylists with ~150K followers** combined
- Content surpassed typical engagement rate with **post engagement at 1-2.5%**
- Increased traffic to prose.com **landing page by 6%**
- **Set the stage of ongoing stylist ambassador program** and help brand overcome challenge of being solely available through direct-to-consumer channel.





CHALLENGE: BUILD A COMMUNITY

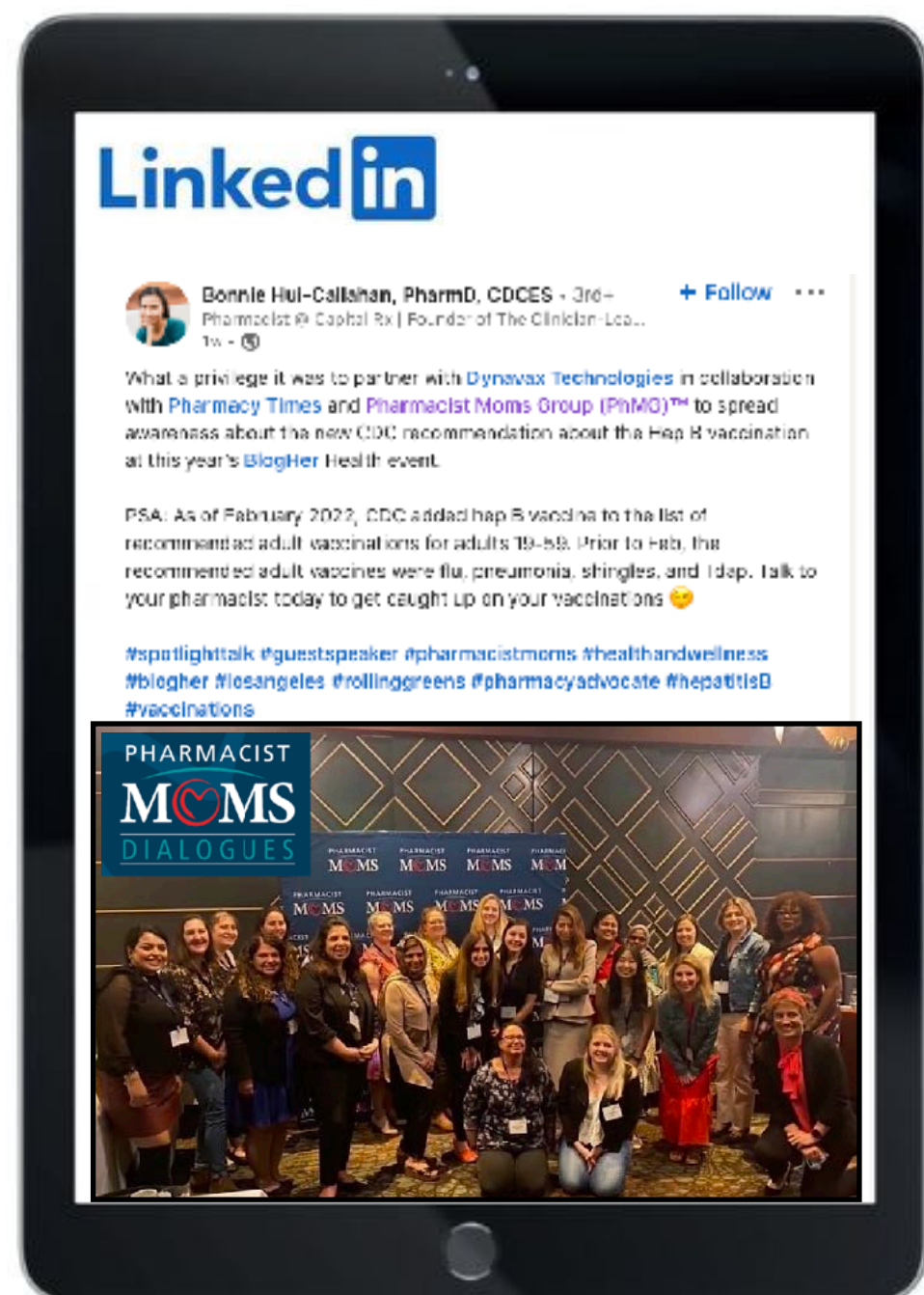
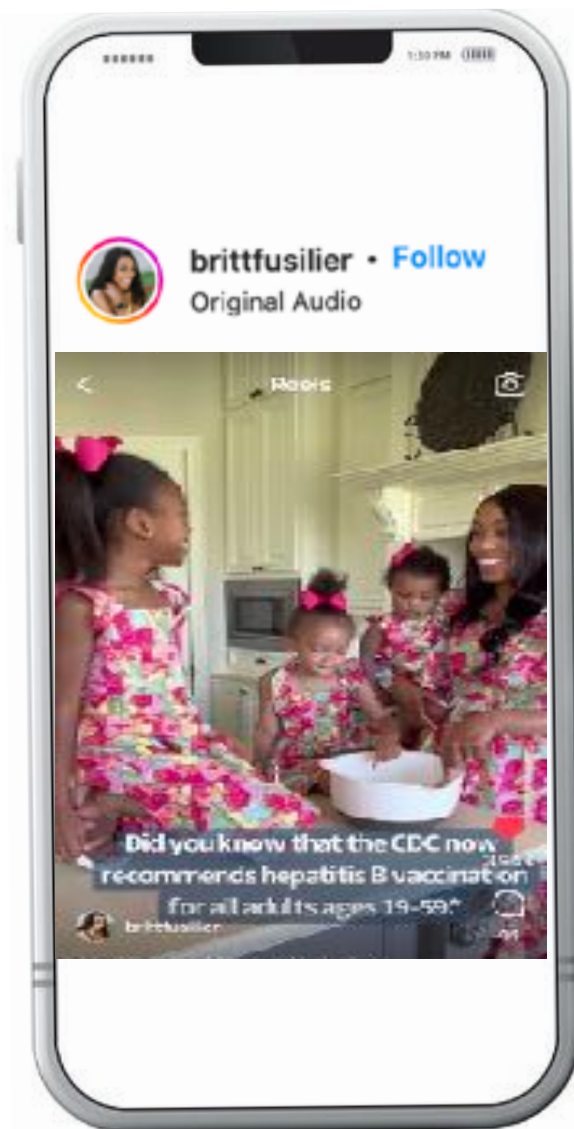
**Action:**

1/Develop and deploy a strategy for key stakeholders to align on and execute; 2/Create messaging addressing breaking news early on so the target audience viewed Ayana Therapy as their go-to resource; 3/Leverage internal experts to provide feedback on the experiences of patients to create a strong connection point on social; 4/Explore the audience archetypes to create a brand voice that took a strong stand and spoke to them

**Results:**

- All key **metrics** were increased within the first 3 months of strategy deployment
- Grew organic **engagement** by 20% overall on Facebook
- **Increased** organic engagement by 50% per post on Facebook
- Created **meaningful conversations** with the audience measured by audience and brand nested comments
- Increased engagement among current followers by **25% on Instagram**
- Increased page views by **30% on LinkedIn**
-





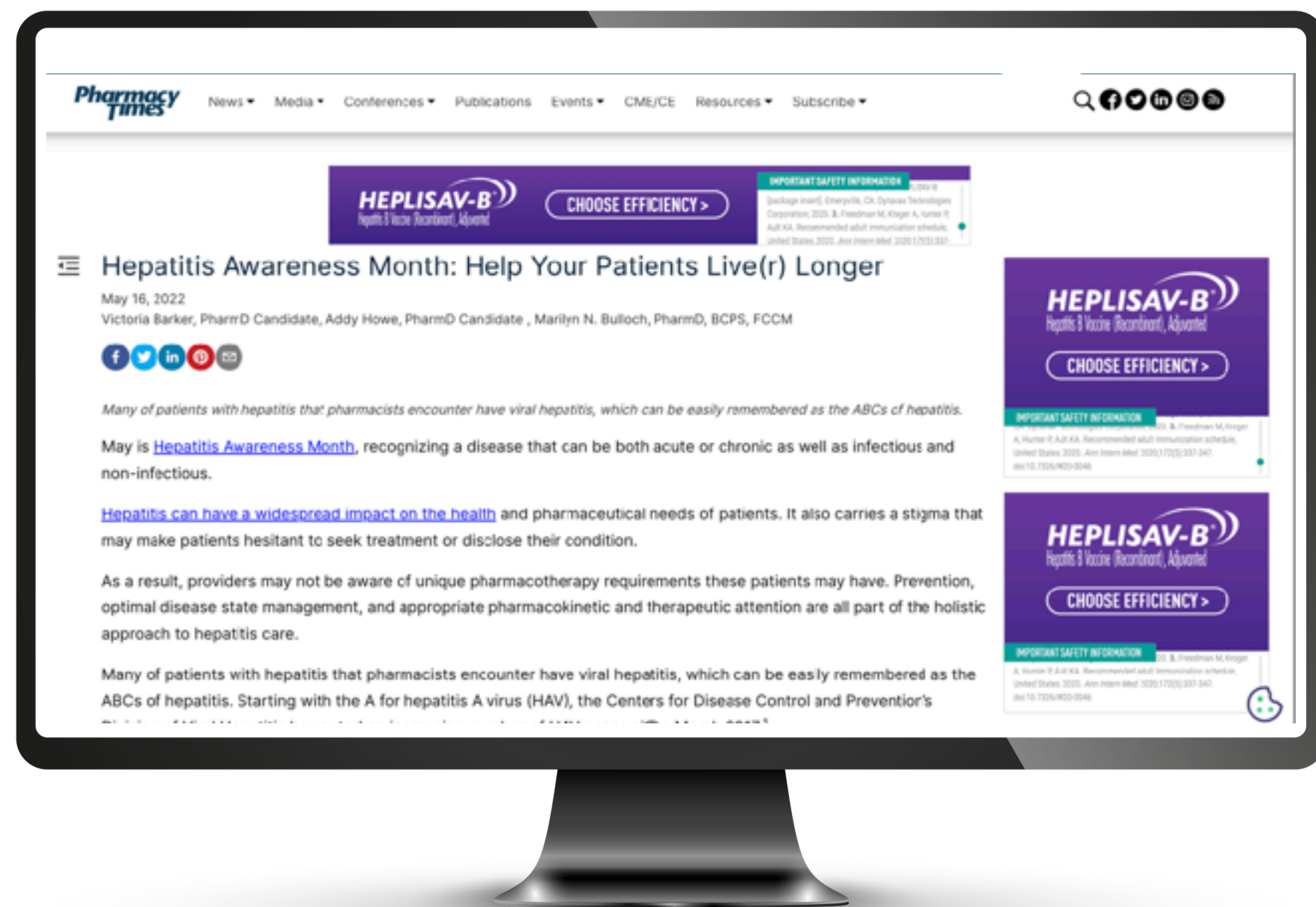
CHALLENGE: EDUCATE + OVERCOME BARRIERS

Action:

- 1/Engage advocacy group Pharmacist Moms, *Pharmacy Times*, and mid-tier mom influencers to share importance of being proactive about their health;
- 2/Educate pharmacists who are also mothers about ways to overcome vaccination hesitancy when engaging patients;
- 3/Leverage relevant cultural milestones like Hepatitis Awareness Month;
- 4/Drive traffic to brand channels and to local pharmacists.

Results:

- Secured **10 influencers with 1.2 million** combined followers
- Generated content via Instagram Reels, Stories, and static posts with **100% key message delivery**
- Pulsed out content to align with key brand milestones to create **audience surround sound**
- Engaged key members of Pharmacist Moms to serve as **brand ambassadors** beyond social activations (e.g., interviews, web videos, at events)







*We create inspired  
campaigns that drive lasting  
brand affinity*

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**THANK YOU**