



# 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**



# 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 buisness. 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 maximze 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

## DevaCurl

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



The Third Mrs. Galway



## Our Work: A Snapshot

# MEDIA RIMA 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

# allureelite dailyBYRDIELATINAWomensHealthGLAMOURCOSMOPOLITANHOUSEEREEPING

PurelNow









WHO WHAT WEAR



## Nonprofit

Vox



#### Pollution poisons millions. Richard Fuller and Pure Earth are doing something about it.

Protecting those who have been left behind by industrialization.

#### Part of The Future Perfect 50

When I first spoke to Richard Fuller in 2007, I was just beginning my work as the climate change correspondent for Time magazine. I thought I knew what the most important neglected environmental problem in the world was: climate change.

But Fuller wanted to tell me about something else. Climate change was incredibly important, no doubt, but under the radar. Millions of children in some of the poorest countries in the world **were being poisoned** each day by lead, mercury, and other environmental toxins that rich countries had mostly eliminated. And no one was paying attention.

Fuller — an Australian who had started a business sustainability company before diving into the world of nonprofits — was convincing, so much so that he launched me on a three-week reporting trip visiting some of Russia's most forgotten and most toxic sites. But then he has to be. Since founding the nonprofit Blacksmith Institute in 1999 (which **became Pure Earth in 2015**), Fuller has focused on alleviating the toll that conventional pollution — especially from lead poisoning — takes on many of the poorest people in the world. It's a subject that doesn't tend to attract huge amounts of funding or celebrity do-gooders, but the damage it does to human health is huge.



### 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.

- 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.



#### Beauty

## GOOD

#### 15 Best 4C Hair Products to Moisturize and Define Your Curls

Curly hair experts recommend shopping these top picks to revitalize your natural hair.

RV ANDREA KORDAN Discourse



DEVACURL

# WHY WE LOVE IT Highly hydrating Adds definition Mild formula TAKE NOTE

8 Expensive

↓ BETS SHAMPOO FOR 4C HAIR

#### No-Poo Decadence

DEVACURL sephora.com \$46.00

SHOP NOW

While traditional shampoos aren't a definite no-no for curly hair, picking a gentle cleanser for your curls has loads of benefits. This no-suds hair cleanser from DevaCurl is made with coily hair in mind and gets rid of dirt, grime and product build-up without stripping your strands dry. After rinsing, you'll be left with soft, moisturized and defined curls every time.



#### 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.

HEALTHY BEAUTY AWARDS

2021

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OSMOPOLITI

READERS CHOICE

BEAUTY AWARDS

InStyle

#### **Consumer Lifestyle**

## 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.

## NEXT 🄶 STOP

#### 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.

- Next Stop candles were featured in 5 top-tier and 3 key regional publications and generated over 530 million UVMs within a 90day 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.



#### Healthcare

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



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

Even while she was pregnant with her son Brendon, now t8, 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.

# PHYSICIAN'S WEEKLY Hiami Herald









#### 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

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# THOUGHT LEADERSHIP

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





#### How nonprofits can evolve following a time of uncertainty

Pat Gunther July 20, 2021

As the country begins to reopen after more than a year of uncertainty and isolation, the need for a sense of community and belonging is greater than ever. There couldn't be a better time for nonprofit organizations to double down on their commitment to the communities they serve.

According to a recent study commissioned by Fidelity Charitable, 25 percent of current donors plan to increase their donations in the coming year and 54 percent intend to maintain their donation levels, What's more, most donors plan to support local charities. This trend presents a unique opportunity for local organizations committed to purposedriven work to step up and lead.

Linked in



Con Artic

tor



YER?

AND CONTRACTOR







As a bioteck looder and a long-time member of the pharma/biotech community, I hear from students often about their desire to become a part of the industry. Many of them start planning early through coTego courses, part-time work and internships to build an esperience and knowledge base that will generate opportunity for success in this exciting business. The work is challenging for sare, but the prespect of a career in a held that has the some brokes

I'm often asked about the differences between blotoch and pharmaceutical industry careers and because my experience spans both sectors, as well as pure entrepreneurial startups. I

## BRIER STORE STORE A CREATER FOR A CARD reneur

#### Future-Proof

# Startups and the Gen Z Worker: A Match Made in Tech Heaven

Four tips for startups looking to attract and retain members of the Gen Z workforce.

The latest phenomenon in the world of business big and small is that workers are quitting in oves, in a movement that has come to be known as "The Great Resignation." Driven in large rt by the realization that most jobs can be achieved working from anywhere, as has been 8 pandemic, workers are guitting their current jobs for ir lifestyle benefits ranging from job flexibility to increased salaries. In fact, according to a recent study by Bankrate, 55% of Americans expect to search for a new job within the next 12

Like the pandemic itself, The Great Resignation is causing companies that have adhered to a ditional work model to re-think their approach to work. Rather than relying on organizational structures that prioritize in person teams and are centered around a single headquarters with satellite offices dictated by geographic needs such as proximity to current custr pansion plans, nearly every industry has been challenged with cry efficiency relying on a virtual workforce and a more hands-off approach to manage become a given that team members across all levels of an organization will be self-motivated

#### RIGHTWORKS

Four Staffing Industry Trends for 2023 and Beyond



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

#### **<u>RightWorks Staffing Blog</u>**

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

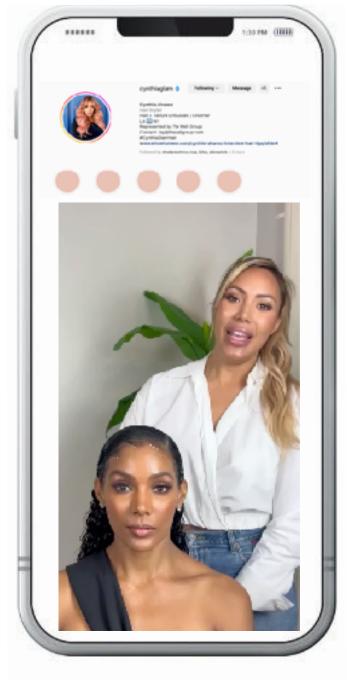
Harnessing the power of culture and influence to help brands leverage the arbiters of cultural trends to connect with consumers where they are.



#### **Click Stylists' Names to Watch**



## **Maggie Connelly**





## **Reagan Link**



# prose

#### Action:

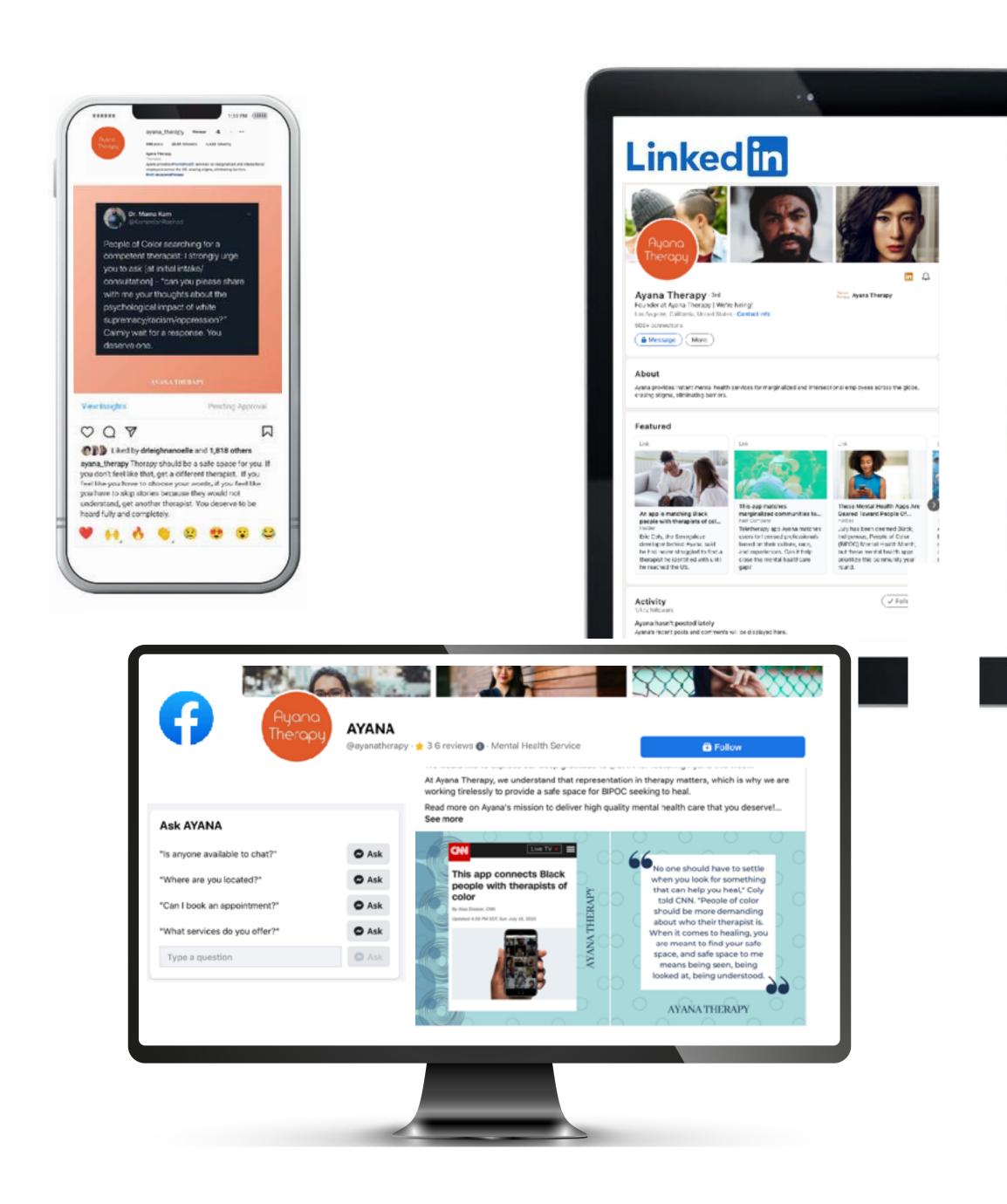
1/Leverage professional, celebrity stylists' credibility with consumers to introduce new Prose Styling Gel;

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.

- 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.

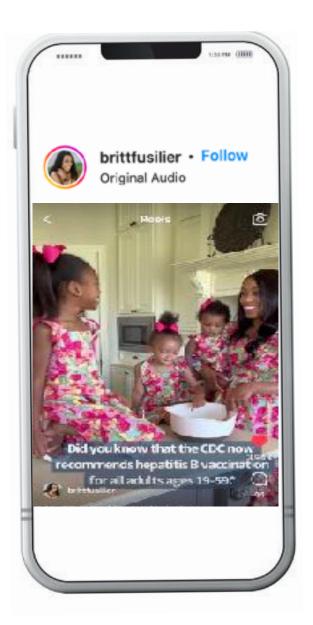




#### Action:

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

- 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 nestled comments
- Increased engagement among current followers by **25%** on Instagram
- Increased page views by 30% on LinkedIn



## Linked in



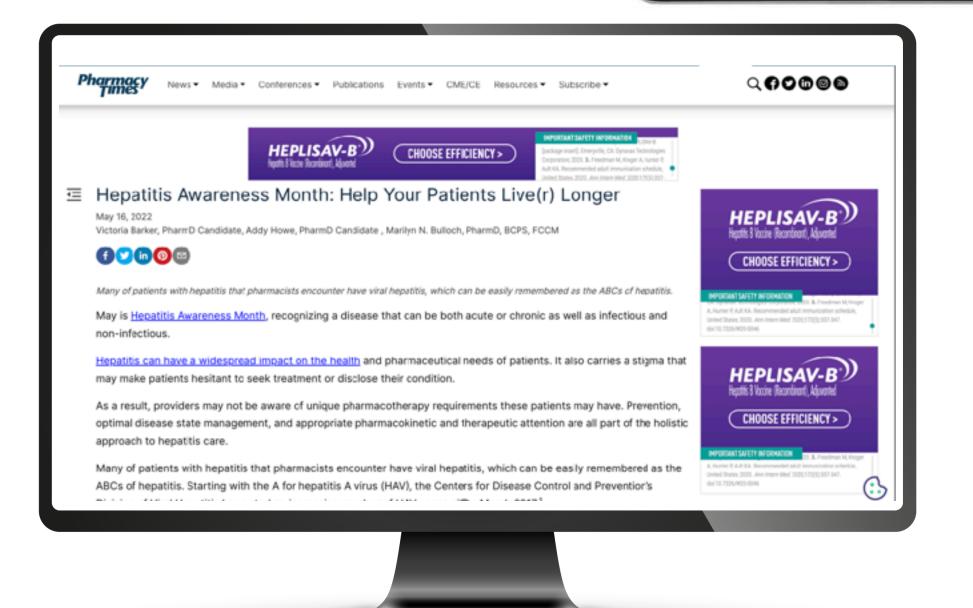
+ Follow •• Bonnie Hui-Callahan, PharmD, CDCES - Brd+ armaelst @ Capital Rx | Founder of The Olinician-Leau

What a privilege it was to partner with Dynavax Technologies in collaboration with Pharmacy Times and Pharmacist Moms Group (PhMG)<sup>TH</sup> to spread awareness about the new CDC recommendation about the Hep B vaccination at this year's BlogHer Health event.

PSA: As of February 2022, CDC added hep B vaccine to the list of recommended adult vaccinations for adults 19-59. Prior to Fab. the recommended adult vaccines were flu, pneumonia, shingles, and Idap. Talk to your pharmacist today to get caught up on your vaccinations 😌

alk #guestspeaker #pharmacistmoms #healthandwellnes #blogher #losangeles #rollinggreens #pharmacyadyocate #hepatitis!







#### 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.

- 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**

