

# braid communications

CREATIVE MARKETING / PUBLIC RELATIONS / SOCIAL MEDIA ENGAGEMENT

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## About Us

braid communications weaves together public relations storytelling, consumer marketing, social media strategy and multi-cultural communications to bring full-service agency experiences to consumer and B2B clients seeking specialized, brand-building campaigns and innovative communications strategies.

Combining more than two decades of PR experience with brands both major and start-up, braid communications' partners, Erika and Joanna, are experienced in creative marketing, media placement, relationship advancement, SEO enhancement, product placement and social media engagement.

PR is the ultimate word of mouth and braid communications will help you share your voice!

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## About Us



### **Joanna Barber**

After starting her career at a small toy company in Manhattan, Joanna Barber honed her skills in media relations, celebrity engagement, product placement and account management at several major agencies, including Hunter PR, MWW Group, organicworks PR and Lime PR & Promo. When Joanna joined Child's Play Communications in 2012, she met a life-long amiga, Erika. Recognizing the power of their work together, Joanna is grateful to call Erika her business partner at braid communications. Joanna lives in Sunnyside, Queens, and considers herself quite the yogi, when her balance game is on point.



### **Erika Sanchez**

Erika Sanchez started her career at Child's Play Communications in 2007, where she gained experience launching and executing PR programs via traditional media, social media and word of mouth, for clients in education, consumer products and technology. In 2012, she met Joanna at Child's Play, hit it off immediately, and so began the journey towards braid. Erika has been a member of the Hispanic PR Association for over 7 years and has led the NY chapter as President for the past 2 years. She lives in Manhattan and loves to spend her free time visiting tourist locations that native New Yorkers often overlook.

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## Our Services

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## Traditional PR and Media Outreach

- ❖ Pitch/Key Message Development
- ❖ Press Kit Development
- ❖ Media Outreach/Relations
- ❖ Targeted Holiday Outreach
- ❖ Multicultural Market Outreach
- ❖ Desk Side Press Appointments
- ❖ Product Placement
- ❖ Influencer Strategy & Relations
- ❖ Brand Development
- ❖ Brand Strategy & Partnerships
- ❖ Cause Marketing
- ❖ Media Training
- ❖ Analytics and Monitoring

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A Sample of Recent Placements



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## Representation & Management

- ❖ Building & overseeing industry experts and influencers
- ❖ Strategic image enhancing tactics
- ❖ Beginning to end brand partnership execution
- ❖ Secure event invitations (fashion shows, movie screenings, openings, galas, etc.
- ❖ Research and secure speaking opportunities for industry panels



### Brand Partnerships



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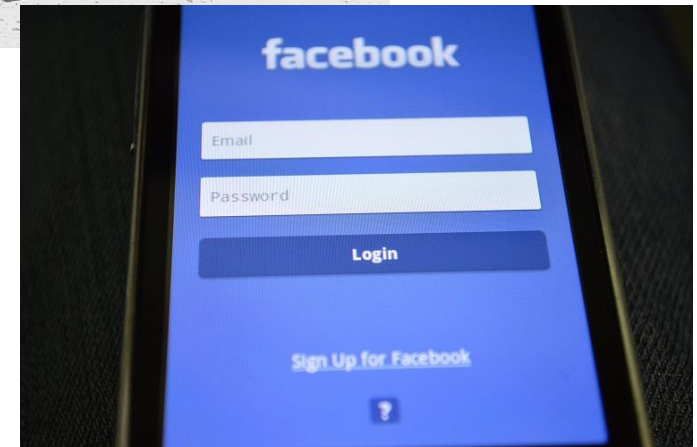
## Social Media and Online Visibility

- ❖ Social Media Strategy and Implementation
- ❖ Blogger Campaign & Seeding
- ❖ Social Influencer Marketing & Collaborations
- ❖ Community Management
- ❖ Online Reputation Management
- ❖ Content Creation
- ❖ Website Enhancement & Strategy
- ❖ Analytics & Monitoring



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## Social Media and Online Visibility



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## Special Event PR & Production

- ❖ Event Planning & Production
- ❖ Pre & Post Event Coverage
- ❖ Product Launch
- ❖ Grand Openings
- ❖ Fashion Shows & Presentations
- ❖ Sponsorship Outreach
- ❖ Gift Bag Fulfillment
- ❖ Celebrity Gifting Suites
- ❖ Trade Show & Conference
- ❖ Photography

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## Special Event PR & Production



Photo of the day: Garrett Morris

POP CANDY Whitney Matheson, USA TODAY



Garrett Morris poses with Pop Candy reader Joanna B. (left) and a colleague (Photo: Picasa)



TOY FAIR 2017



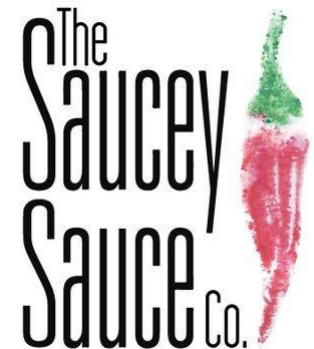
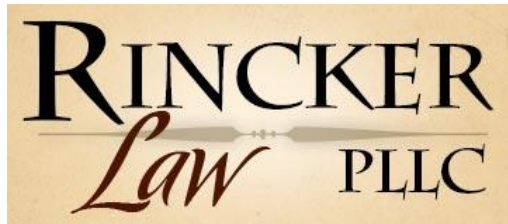
RENDEZ-VOUS NYC  
THE CONTEMPORARY FASHION TRADESHOW





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## Clients (Past and Present)



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## Top Reasons to Choose braid communications

- We are passionate about working with growing companies to bring awareness to their unique stories and products.
- As a New York based boutique firm we can weed out the noise and focus on quality vs. quantity; connecting with the right media outlets for your story
- We are proactive! We consistently and proactively scout for press coverage opportunities. We don't rely on press releases to deliver stories; instead we are constantly on the lookout to pinpoint and secure exposure possibilities independent of the press release machine.
- Your account will be managed from start to finish by senior-level PR practitioners.

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## **braid communications**

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