

A brief history of representative

LexPR is an award-winning boutique agency founded in 2003 and based in Toronto. We conduct media, social media and influencer relations in both English and French for clients that include Shoppers Drug Mart/Pharmaprix, HBO Home Entertainment, Baanto, Bio-Oil, Bodylogix and Russian Standard Vodka.

A female-owned business enterprise, LexPR maintains a strong network of proven national, regional and French-language resources across Canada. Our clients benefit from cross-country resources without having to pay for the overhead that comes with multiple offices.

In 2013, LexPR aligned with Havas, a top-five global advertising and communications services group. While LexPR remains 100 per cent independently owned and operated, this strategic alignment now offers our clients the best of both agency worlds – highly creative concepts, responsiveness and efficient budgets combined with access to global thinking and assets.

Our agency is perfectly positioned to take on the Visit Orlando account:

Team co-leader is a former Director of Communications for provincial Department of Tourism, Culture and Recreation, and owns two vacation rental properties in the Orlando area

Team co-leader is a former Managing Editor of Hotelier magazine and Foodservice and Hospitality magazine, two of your top trade publications

The agency's brand consultant and creative support is a permanent resident of Davenport, Florida with creative experience that includes Disney

The team's strategic advisor formerly led the PR team at government-run Ontario Place, (at the time) one of Canada's largest amusement parks for families and young children

The team's event lead has managed large-scale events at an international level

The team's social media leader plans our agency's participation at the Annual Social Media for PR and Corporate Communications Conference at Disney World

We've been waiting for you! We have extensive tourism experience with no current conflicts

LexPR delivers guaranteed results for each program that we build for a client. At the outset of every new initiative, we develop manageable objectives in consultation with our client. Evaluation is paramount.

At LexPR, we believe social media is an integral part of all strategic public relations plans. The agency is deeply committed to the social media professional development of all staff. Each year, all LexPR employees attend the Social Media for PR and Corporate Communications Conference at Disney World.

And finally, we "play well in the sand box" with our clients' agency partners. We often sit at 360 marketing round tables where we provide strategic input, creative ideas and troubleshooting support.

MARKETING

How Auto-Ref scored a PR ace

\$56,000 pays off big for maker of tennis line-calling system

BY KEITH McARTHUR
MARKETING REPORTER

Days before last summer's U.S. Open tennis championship, a small public relations team flew from Toronto to New York to talk up Auto-Ref, a Canadian technology for computerized refereeing.

The primary target was not the media, but press officials at the United States Tennis Association.

"We told them, 'Something could come up next week that could really put a focus on technology and line-calling,'" said Laura Cochrane, owner and vice-president of Toronto-based LexPR Ltd., which handles the Auto-Ref account.

"Little did we know how dead-on right we were going to be."

In what has gone down as one of the worst examples of officiating in tennis history, four questionable line calls went against Serena Williams in a single match against Jennifer Capriati.

It was terrible for Ms. Williams, but fortunate for Waterloo, Ont.-based **Auto-Ref Inc.**, which has turned a \$56,000 PR budget into more than \$2-million in what PR firms call "earned media," according to Ms. Cochrane's estimates.

Auto-Ref has been featured in newspapers around the world, with larger spreads in *Tennis* magazine and *Tennis Week* magazine. The media coverage is equivalent to more than \$2-million in advertising, Ms. Cochrane said.

It's one example of how marketers — desperate for return on investment — are shifting dollars away from traditional advertising into public relations.

All that publicity is important for Auto-Ref because the USTA has announced that it plans to adapt a line-calling technology at this summer's U.S. Open.

The two leading candidates are Auto-Ref and British-based Hawkeye Innovations, which came into the game with a much larger profile



Laura Cochrane, vice-president of Toronto-based LexPR Ltd.

DEBORAH BAIC/THE GLOBE AND MAIL

Better than advertising

Company: Auto-Ref Inc. of Waterloo, Ont.

Product: A computerized refereeing system for tennis capable of determining instantly if a ball is in or out of bounds. Eight cameras are pointed at the action from above the court. Each camera is connected to a computer and all eight are attached to a central server. Auto-Ref officials say the

technology is accurate to within four millimetres.

Campaign: With a tiny marketing budget, Auto-Ref decided to bypass advertising altogether to focus on a public relations campaign. Its public relations firm estimates that a \$56,000 investment has resulted in more than \$2-million worth of articles in newspapers and magazines.

and marketing budget.

"I was kind of up against a Goliath here," said Auto-Ref president Peter Szirmak. "Hawkeye is owned by Television Corp. . . and they have deep pockets. They could afford to go around the world and showcase their system. We have a better system in our view, but obviously we didn't have the deep pockets

Mr. Szirmak believes Hawkeye spent more on marketing at January's Australian Open than he has

on all his marketing since August.

With a tiny marketing budget, he has been forced to spend carefully. He spent \$49.99 to set up a website he developed. Another \$14,000 went to produce a promotional video. The rest — about \$56,000 — has been spent on public relations.

Ms. Cochrane said she tries to calculate return on investment for her clients, based on where stories appear in what publications.

"With Auto-Ref we can't do it.

There are so many clips out there around the world that we can't even get our hands on, that we can't pull them together and give him a realistic number," she said.

She's been able to identify about \$2.8-million in earned media for Auto-Ref, but said the figure could be up to five times that amount.

A large part of LexPR's success with Auto-Ref was simply that it briefed USTA media officials ahead of the U.S. Open. Eager to get ahead of the controversy after the Serena Williams affair, USTA spokespeople happily passed out Auto-Ref press kits to hungry reporters who had never heard of the company, and informed them that the association was supervising independent testing of Auto-Ref's technology.

Mr. Szirmak's main priority is to ensure that the USTA chooses his technology over Hawkeye's in a decision that is expected to come in the next few weeks.

But he says all the publicity Auto-Ref has generated has also led to inquiries from officials in many other sports.

List of principals of representative

LexPR Canada Ltd. (LexPR) is a company incorporated under the laws of Ontario, having its principal place of business at 21 Camden Street, Suite 400, Toronto, Ontario M5V 1V2. LexPR is 100 per cent privately held by its operator Laura Cochrane.

LexPR has a non-binding, non-financial, referral-based alignment with Havas PR out of New York.

Senior Principals:

[Laura Cochrane](#)

President and Chief Creative Officer

With the agency since its inception in 2003

[Sherry Lawlor](#)

Vice President

With the agency since 2006

A staffing plan for Visit Orlando



Laura Cochrane

President and Chief Creative Officer

Visit Orlando: Co-Lead and Creative Lead

As an owner of two vacation rental properties in the Orlando area, Laura is very aware of this region's deep tourism assets.

Laura holds a Bachelor of Public Relations and has extensive tourism and hospitality experience. Prior to launching LexPR in 2003, Laura held senior positions at both public relations and advertising agencies, and was a Director of Communications for a provincial government department of Tourism, Culture and Recreation.

Laura's tourism experience includes negotiating, planning and managing Canadian and provincial participation in a series of high-profile, international tourism events. Commemorating Italian explorer John Cabot's historic voyage from England and landfall in Newfoundland, the John Cabot 500th Anniversary Celebrations represent the single-largest tourism initiative ever undertaken by the province. Here, Laura worked with multiple tourism associations and numerous vendors in the development of domestic and global communications plans. She was responsible for international FAM trips, travel/trade media relations, MC&IT and travel/tradeshow participation. With partners including UNESCO, Buckingham Palace, Central Office of Information (UK), and the British government, Laura also had the unique opportunity to manage publicity and protocol for several events that featured HRH Queen Elizabeth II and HRH Prince Philip.

Laura has developed highly creative, strategic PR solutions for globally prominent brands including (but not limited to): ABSOLUT Vodka (along with 20+ other premium spirits and wine brands), Air New Zealand, American Express, BRATZ Dolls, Bridgestone/Firestone, Centreville, HBO Home Entertainment, Häagen-Dazs, Holiday Inn, IBM Europe, Little Tikes, M&M's, Manulife Financial, Mega Bloks, Motts Clamato, Ontario Place, Prince Edward Island Tourism, Royal Canadian Mint, Ubisoft, Warner Bros. Home Entertainment Group and Zippo.

Laura and her young family consider the Orlando area their second home – literally.



Sherry Lawlor

Vice President

[Visit Orlando: Strategic Lead](#)

Sherry's strengths lie in her ability to bring partners together strategically and effectively in order to deliver comprehensive, multi-faceted marketing programs that encompass special events, sponsorships, promotions and PR campaigns. She offers more than 20 years of marketing communications experience, primarily in the areas of tourism, entertainment and consumer goods.

Sherry holds a Bachelor's Degree in political studies and a postgraduate certificate in journalism, and her diverse career includes five years as a broadcast journalist, small-business entrepreneurship, and Marketing & Development Manager for Drayton Entertainment's multiple theatre venues. For five years, Sherry laid her hat at Ontario Place Corporation as Manager of Media Relations & Sponsorship for the Ontario government agency. During this time, Sherry was responsible for bringing a top-tier, sponsorship-driven live children's entertainment program to the park, under the

Treehouse Live banner. Subsequently, Sherry spent two years developing national live entertainment programs, sponsorship and media relations support with Kidomo Inc., in conjunction with Treehouse TV and HIT Entertainment Canada (Bob the Builder, Barney).

While at LexPR, Sherry led the media launch of the Rogers Chinese Lantern Festival. Currently at LexPR, Sherry leads the Shoppers Drug Mart corporate and exclusive brand files, The Winning Combination's health and lifestyle brands, and the Bio-Oil account, along with providing strategic direction across the entire LexPR portfolio.

Sherry has fond memories of visiting Orlando as a child and enjoys making news ones when she attends the annual social media conference at Disney World.



Bradley Caruk

Creative and Brand Leader

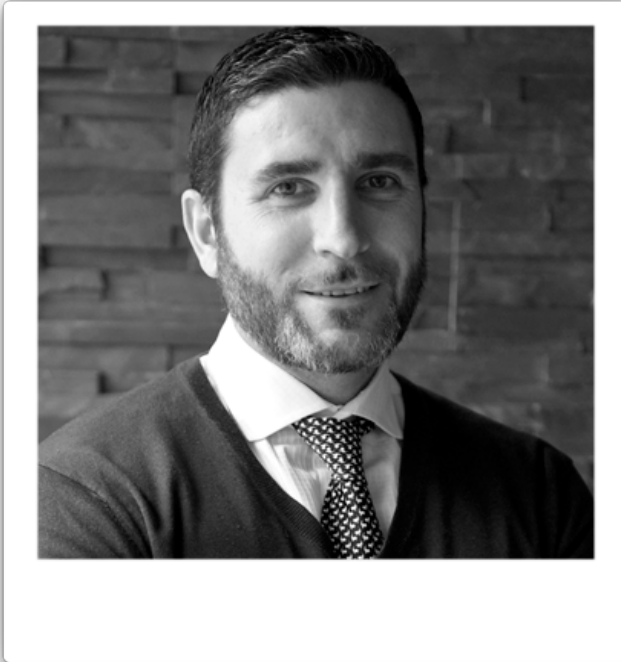
[Visit Orlando: Brand Lead and Creative Support](#)

Bradley has been developing strategic tourism campaign creative for more than 30 years with both agencies and government organizations. He has executed creative for visionary brands including Disney, Pepsi, Target and Walgreens, to name a few. Bradley's been working in parallel with LexPR on several PR and branding campaigns over the past six years both as a client and, more recently, in direct collaboration with the agency.

Called a "Visionary Propeller Head" by Innovators magazine and a "Futurist" by Reader's Digest Canada, Bradley has spoken at several industry conferences including the Outdoor Advertising Association of America. A recipient of The Manning Innovation Award for his invention of a new outdoor medium, Sidetrack, Bradley has also been

nominated for Ernst & Young's Entrepreneur of the Year and the Top 40 Under 40. Brad will support LexPR branding and creative development for Visit Orlando, and he lives locally – a short twenty-minute drive to the Visit Orlando offices.

Getting off the plane at MCO and feeling the warm Orlando air has always felt like home for this creative head.



Alistair Kyte

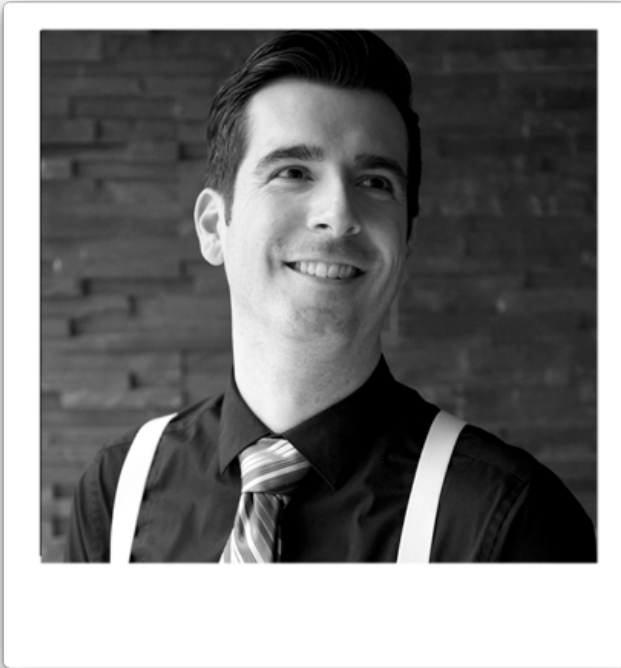
Senior Consultant

[Visit Orlando: Co-Lead](#)

Before joining LexPR as a senior consultant in 2010, Alistair spent seven years as an editor with Hotelier magazine as well as Foodservice and Hospitalitymagazine, writing and editing hundreds of stories about the world of hotels and resorts, food, drink and restaurants. During that time, he attended dozens of FAM trips to destinations around the world, including Orlando for a major conference on timeshare and fractional ownership.

At LexPR, Alistair managed the Centreville Amusement Park file, planning many media tours to the family-friendly destination located on Toronto Island. He also created a PR program to relaunch Marben restaurant in Toronto and he's worked on a well-stocked bar of international wine and spirits brands, including: Kim Crawford, Ruffino, Perrier-Jouët, Campo Viejo, Stoneleigh, Jameson, Havana Club, Chivas Regal, Stolichnaya and ABSOLUT, to name a few. Alistair has planned and led press trips to destinations such as Ireland, Havana, New York City and Vancouver Island. Currently, he leads the HBO Home Entertainment team as well as the Nytric/Baanto account.

When he's in Orlando, Alistair feels most at home slicing a drive off the first tee at one of the region's many great golf courses.



Darren Bigras

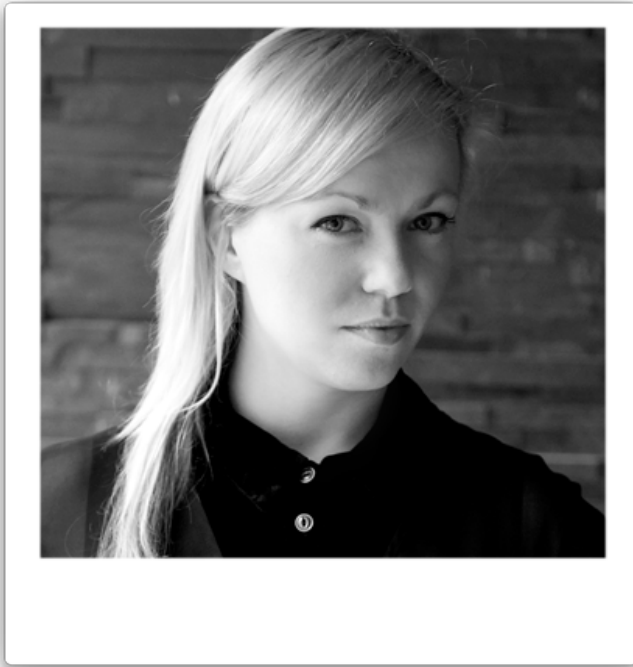
Consultant and Event Specialist

[Visit Orlando: Event and Special Execution Lead](#)

Before joining the LexPR family in 2011, Darren worked for the Canadian Football League (CFL) on the 92nd Grey Cup, and on the Delray Beach Film Festival held in South Florida. For each of these major, multi-day events, Darren was responsible for event conception, design, implementation and management.

At LexPR, Darren is the creative mastermind behind some of the agency's most memorable and respected events. Starting with Warner Bros. Home Entertainment (Darren oversaw an event for a Harry Potter title that was said to be better than the LA premiere) through to HBO, HBO Home Entertainment, ABSOLUT, Stolichnaya, Wiser's, Kim Crawford and beyond, Darren creates truly unforgettable events and magical moments. For Darren, each event has a brand personality that engages, entertains and educates participants— a winning combination.

Darren holds an Events Management Post-Graduate Diploma and is a Certified Meeting Planner. He is the ultimate "fanboy" and, when in Orlando (which is often), you will find him invading theme parks and trying out new restaurants. He even spent his honeymoon in Orlando last year.



Anita Gergich

Consultant and Social Media Specialist

Visit Orlando: [#SocialMediaLead](#)

An avid culture and tech enthusiast, @agerg leads LexPR's social media team—and the agency's social voice. To ensure social media is an intrinsic part of the LexPR DNA, Anita oversees the entire agency's participation at the SM conference held at Walt Disney World each year. She likes, tweets and shares LexPR's passions, and sits at every LexPR planning session for every social media execution.

With extensive experience in all things lifestyle, Anita keeps her finger on the pulse of global and PR trends. She has worked on a wide range of brands including Corby Distilleries, HBO Home Entertainment, MGA Entertainment, Shoppers Drug Mart and Warner Bros. Home Entertainment Group.

Anita loves Orlando's restaurant, nightlife and shopping scene. She looks forward to exploring more of Orlando when she manages the agency's participation at the 3rd Annual Social Media for PR and Corporate Communications Conference at Disney World in February 2015.

Proposed service levels with focus on what representative offers that Visit Orlando doesn't already have

LexPR is committed to servicing Visit Orlando at a very senior level. Because our rates are so competitive, and because we know that senior people get to better solutions faster, we can be highly effective yet efficient. We will assign a minimum of two senior staff ([Alistair and Laura](#)) on the day-to-day operations of your file. We can also expand and contract depending on your needs. As identified in section three of this proposal, we will ensure that your relevant 'Lexperts' are involved in the file on an ongoing basis as required.

Because [Brad](#) lives a short 20-minute drive from the Visit Orlando office and [Laura](#) is in market four to five times per year, we can easily service meeting requests with Visit Orlando and/or its tourism and hospitality partners.

For regional events and on-the-ground activities and in an effort to ensure maximum consistency, we will manage media and social media outreach, influencer relations and events from our Toronto office in both English- and French-speaking Canada. We will tap into our large network of freelance staff to assist on assignments where it fits with the strategy, budget and overall delivery of the program.

What you likely don't already have in a PR agency partner:

The benefits of the big and small agency environments. LexPR is a boutique agency which means we're nimble, responsive and highly creative. Through our Havas PR alignment, we now have access to big global thinking and research.

An entire agency of people who travel to Orlando every year. At our brainstorming sessions, you'll never hear "who's been to Orlando and what do you remember?"

A world-class [brand and creative partner](#) who is not only local to Orlando but has also worked on the Disney brand. See some of his creative magic below.

Disney Interactive:

This was a special piece created for a special client. After submitting the concept, Brad directed the principle photography and then personally worked on over 32 hours of retouching. Not one person was in the same shot at the same time and even some of the clothes were recoloured after the fact.

Creative Concept

Graphics

Photography/Photoshop/Proprietary...and Pixie Dust!



Honda Branded TV Spot:

Brad developed a “cool,” almost-impossible look with added CGI for a Honda spot. He was on location as a supervising art director (with the second unit) as well in studio, and created match frame work for the vehicle launch. After the clip was approved, he then subjected the entire piece to the customized ‘RED’ graphic enhancement appearing to give the piece a hand drawn appearance.

Creative Concept

Team Supervision

Art Direction

Location Direction

Technical Director

https://www.youtube.com/watch?v=dUWI_z2o-ds

Memorex Branded Promotion:

Brad created eye-catching graphics for a series of three spots — all promoting audio consumer products.

Creative Concept

Graphics

Animation

Rendering

<https://www.youtube.com/watch?v=e8VnYpSq2dl>

A list of references of both current and former clients

Tammy Smitham

Vice President, Communications & Corporate Affairs

[Shoppers Drug Mart](#) (a current client)

(416) 490-2892

LexPR has been one of Shoppers Drug Mart's (SDM) public relations agencies since 2007. The agency began with a single Life Brand project and has grown its portfolio to encompass SDM's corporate and exclusive brands, as well as a number of key marketing initiatives.

One of the agency's greatest strengths is working with our many external vendors (exclusive brands sold within Canada's largest retail pharmacy chain). These vendors are of different sizes with varying marketing budgets and resources, yet LexPR approaches all of them with the same level of professionalism.

We regard LexPR as an agency partner. Their size and accessibility at a senior level is an asset that allows us to draw on their expertise for numerous areas of our business. They consistently go above and beyond to ensure that we get the value promised for our proactive campaigns and work with us to adjust the strategy and tactics where appropriate.

I would recommend their public relations services without hesitation.

Anthony Gussin

Director of Marketing and Business Development

[Nytric Ltd.](#), and [Baanto International Ltd.](#) (a former and current client)

agussin@baanto.com

905-671-9979

Nytric Limited first engaged with LexPR in the summer of 2006. The objective was to launch a PR campaign that would provide an insight into the many and varied aspects of the technologies that Nytric was involved in at the time. The engagement was continued over several years, and was very successful. It included many TV appearances and press articles that featured Nytric and its products, and a 3-year national innovation competition with Canadian Business magazine, a major business publication in Canada.

As Nytric grew, we believed that our PR outreach could perhaps be better served by going with one of the larger national agencies, and so we parted amicably with LexPR. This decision was to prove flawed. The agency that we engaged with was unable to provide the breadth and depth of coverage that we had become accustomed to from LexPR. We soon learned that the creative and non-conventional approach that LexPR brought to us could not be found in a big agency. As a result, we returned to LexPR as our agency of record, and again with notable results.

Around 3 years ago, Nytric launched a sister company, Baanto International. When that company matured to the point where a PR agency was considered a requirement, there was no question that LexPR would be the go-to.

LexPR have always brought highly creative ideas and strategies to the table, and the same has been true of their engagement with Baanto. Their outreach efforts have seen Baanto product featured on prominent national television, generating significant brand equity, and interest from other businesses in our targeted market segments. We are pleased and happy to have LexPR as our agency of record.

Connie Sarvanandan

Vice President, International
[HBO Home Entertainment](#) (a current client)
646-248-8945

Connie is traveling extensively this month and is unable to provide a written referral within the timelines of this RFP. She has indicated, however, that she would be happy to participate in a phone call to discuss LexPR's work on the HBO HE file. Connie can be reached at the number provided above.

Laura Wiese

Vice President of Marketing
[MGA Entertainment Canada](#) (a former client)
905-940-2700 x2228

I had the pleasure of working with LexPR for 5+ years in the Canadian market within the world of toys, entertainment, games and fashion. LexPR worked on our business at the time when Bratz was a category leader within the fashion doll aisle.

During their tenure on our business, MGA was looking to establish a stronger presence in the French Canadian market, as well as establish Bratz as a fashion leader. Through an ongoing program built with Marie Saint Pierre designs and Wal-Mart, the LexPR program increased Bratz relevancy in the French market, boosting both general awareness and sales, grew our share at Wal-Mart and garnered hundreds of press clips across the country. Their ability to develop partnerships across multiple media, design and retail groups was executed flawlessly.

LexPR's solution was more than create buzz around the brand – but to give French Canada ownership in generating that buzz. To date this has been our most successful exclusive line launch for Bratz in Canada.

I highly recommend LexPR for your company and, without a doubt, believe that they will be an amazing contribution to your brands and organization.

Kevin McKaye

(former) Director, Marketing & Communications, [Ontario Place Corporation](#) (a former client)
Current: Assistant Director/Manager, Strategic Communications, Ontario Ministry of Labour

kevin.mckaye@ontario.ca
416-326-1814

Kevin is on vacation and is unavailable to provide a written referral within the timelines of this RFP. Kevin can be contacted after September 22 to discuss LexPR's work on the Rogers Chinese Lantern Festival as well as Sherry Lawlor's prior experience in the realm of government/tourism as Media Relations and Sponsorship Manager at Ontario Place Corporation.

Awnish Srivastava

(former) Vice President of Marketing, Maxxium Canada (now [Beam Global](#)) (a former client)

(former) Vice President of Marketing, [Warner Bros. Home Entertainment Group Canada](#) (a former client)

Current: Chief Marketing Officer, Mill Street Brewery

awnish@me.com

647-283-4935

I was first introduced to LexPR in 2007 when I was leading a PR RFP for Maxxium Canada, a premier global spirits and wine distribution group that represented Absolut Vodka in addition to many other world-class brands. We had already begun our RFP process and had meetings in place with six large and mid-sized PR agencies when a compelling referral came across my desk about LexPR. We decided to give LexPR (by far the smallest agency among our short list) a chance to pitch our business.

My 20-person marketing group and I decided to award the business to LexPR because their creative ideas were as good as and, in many cases, even better than the larger agencies and their price point was considerably better. They brought fresh, creative, and innovative ideas and approaches to working with our brands. As we began to work together, it became apparent that they were more accessible and responsive than larger agencies we had worked with previously. The agency was also able to successfully service multiple brands simultaneously and collectively, in addition to delivering results and managing expectations with a large group of brand managers.

Shortly after I moved to Warner, the entertainment company decided to undertake a series of RFPs including one for public relations services. I forwarded LexPR's information over to the team leading the search, and again LexPR was chosen for similar reasons as outlined above. With relatively limited experience in this sector, LexPR demonstrated its ability to get up to speed quickly on both files and the industry itself. I remembering them saying "it's not who you know but how you tell your story that builds and maintains your media relationships" – and they proved that in both cases. At Warner, LexPR delivered world-class events and extensive and measurable media opportunities.

Bottom line – you get great value for the money with LexPR, they're passionate story tellers and they bring big agency creative and thinking to the table.

Examples of past programs

Client: Warner Bros. Home Entertainment and HBO Home Entertainment events

Date: Various

Watch the video: <http://www.lexpr.com/takeonorlando/rfp-6/>

Client: MGA Entertainment

Date: 2006

NOTE: The information should be considered confidential. We obtained permission from our client to share this information with you for our proposal.

Client ask:

To (1) make Bratz, the (then) fashion doll category leader, more relevant for Quebec consumers; and (2) make the brand appealing to fashionable English Canadian mothers.

LexPR solution:

LexPR recommended partnering with Quebec fashion designer Marie Saint Pierre to (1) become the first designer in the world (outside of the MGA internal team) to design fashions for a line of Bratz dolls based on her current collection; and (2) get moms reading about the dolls in Canadian fashion magazines by putting the dolls and their designer fashions on the runways at Montreal and Toronto fashion weeks.

“We were the first in Canada to bring a consumer product onto the runway in such a ‘disruptive’ manner. Just because it hadn’t been done before didn’t mean it couldn’t be done.”

– Laura Cochrane, Leader of the MGA Entertainment file at LexPR

The result:

LexPR recommended to the client that a strategic PR campaign needed to go beyond ‘getting press clips’ in French language publications. Our Francophone experts were telling us that the brand had little relevancy in the Quebec market, and that pitches which were getting traction in other markets were not being picked up by French media. Even French-only angles were not getting coverage — it kept coming back to ‘lack of brand relevancy’ for this very distinct Canadian market.

Building on the insight that creativity and pride are two of the strongest qualities for French Canadians, we set out to develop a campaign that would put this at the forefront of our PR activities. As a result, we pitched a very big, aggressive and complex idea — to engage a French-Canadian designer to create customized clothing for an exclusive line of Bratz dolls AND to put the pint-size and life-size fashions on the runways, along

with the actual dolls. This would represent a global first for the brand AND the fashion doll industry. MGA Entertainment had never before engaged anyone outside of their global headquarters to work on the (then) cutting-edge fashion designs for their flagship toy property.



This approach gave French Canadians a sense of pride and ownership in this first-time initiative for the toy brand. We were also able to leverage Marie Saint Pierre's credibility and relevancy within this market. Once the designs were underway, we then moved on to really push the creative boundaries. We recommended that the client pay the designer's fees to participate in both Montreal and Toronto fashion weeks (an all-in cost that was a little more \$5K at that time). The result was pure magic! Dressed in fashions to match the new dolls, the models turned at the end of the runway to expose the Bratz dolls artistically and cleverly positioned within their hairstyles. It created a sensational media frenzy and generated more than 100 press clips — mostly on the fashion pages (tick) and in Quebec publications (tick). The campaign garnered almost \$500K in public relations value and reached more than 20 Million Canadians. LexPR was awarded a top award from the Canadian Public Relations Society (CPRS) for this campaign.

To this day, the Bratz brand classifies this PR-led initiative as: "the most successful exclusive line launch for Bratz in Canada." [Click here](#) to read more of this client's comments about our campaign, its results and general comments about working with LexPR.



Of notable interest, three years later in 2009, Barbie (biggest competitor to Bratz) celebrated her 50th birthday with a runway show in New York for the Mercedes-Benz Fashion Week. The event showcased fashions on the runway contributed by well-known designers.

Client: [Baanto](#)

Date: 2014

NOTE: The information should be considered confidential. We obtained permission from our client to share this information with you for our proposal.

Client ask:

Secure exposure for Baanto that will (1) generate awareness within targeted industry sectors; and (2) show their proprietary technology “in action,” and (3) has the potential to generate sales leads.

LexPR solution:

A three-pronged approach to seed the technology in high-profile activities including: (1) national entertainment television show during Toronto International Film Festival (TIFF)

that can showcase the technology in action and generate social media opportunities via celebrity interaction; (2) leading Canadian hospital where technology can be incorporated in a meaningful way, and have the opportunity to drive the “Canadian technology and X Brand advance healthcare in hospitals” story; and (3) large-scale consumer engagement activities planned for premium brands by their marketing and advertising agencies.

“News reports about cool technology are expected. Having the cool technology showcased as part of the news reporting process is far more powerful.”

– Alistair Kyte, Leader of the Baanto file at LexPR

The result:

As part of our B2B PR program for technology client Baanto (a leading Canadian manufacturer of touchscreen and position-sensing technologies and products), LexPR pitched and secured an opportunity for Baanto to custom design and build a large multi-touch digital wall for ETALK to use during its Toronto International Film Festival (TIFF) broadcasts, at a time when the show gets some of its highest ratings of the year (the first TIFF show on September 4 attracted 775,000 viewers, which was hundreds of thousands more than its main competitor, ET Canada). A second “Selfie Screen” was also created by Baanto to take photos of celebrities, which they could then sign with their finger on the touchscreen to share via social media. Once built and implemented, the screens provided the show’s hosts with cutting-edge tools to create new, interactive and dynamic content during the festival. This execution was highly innovative, allowing our client to showcase how its technology is leading the field for touchscreens in Canada and, more specifically, why it’s an ideal application for a broadcast television environment.

Debuting September 4 and appearing on each broadcast through to September 19, ETALK unveiled its “ETALK Star Screen powered by Baanto” with a massive 110-inch interactive video wall — changing the way Canada’s highest-rated entertainment news show presents its nightly film festival coverage. By putting the control room in front of the camera, anchors Ben Mulroney, Tanya Kim and the rest of the ETALK team were able to manipulate the show’s action with a touch of a finger.

Video: http://www.lexpr.com/takeonorlando/rfp-6/#mep_1

As part of the LexPR-led negotiation and execution, ETALK included one promotional bumper (“let’s check out the ETALK Star Screen powered by Baanto”) which aired on each of the 12 shows. The Baanto logo was included at the end of each show as part of the ‘special thanks’ credits. ETALK hosts also referenced a key client message (“Canadian-made technology”) twice as part of this agreement. ETALK, its hosts, and LexPR shared news and photos of the screen in use via social media, alerting viewers to the on-air debut of this new technology.

Celebrities visiting the ETALK studio during TIFF, such as comedian Russell Peters and Nicky Hilton, had their photos taken with the ETALK Selfie Screen and signed their images on the touchscreen, which were then tweeted out by ETALK (41,000+ followers) and retweeted by the celebrities (Nicky Hilton has 800,000+ followers). The Selfie Screen will also remain in the ETALK studio for use whenever a celebrity comes in to visit over the next two months.



Following

The very pretty @NickyHilton stops by our @etalkCTV newsroom and takes a shot with our @baanto selfie screen! #etalk

Reply Retweeted Favorite More



Baanto received (at no cost to our client) a marketing value of \$230,000 for this singular execution.

*It is also important to note that ETALK has requested two additional months' use of the screen while it is considering its options to purchase the technology for permanent use. This will increase the marketing value of this singular execution by an additional \$1Million. ETALK was so impressed with the program, which allowed the show to achieve its highest TIFF ratings ever (84% more than their competition), that they sent out a press release mentioning the contribution of Canadian-made technology with the Baanto screen and included a photo.



Client: Miscellaneous

Date: Various

Client ask:

Plan and execute FAM trips that deliver results

HBO's Boardwalk Empire (New York City)

In summer 2013, LexPR led a Canadian press trip to the set of HBO's award-winning period show, Boardwalk Empire, to meet with showrunner Tim Van Patten and talk about Season 3, which was soon to release on Blu-ray, DVD and Digital Download. Media members spent three hours touring the massive soundstage and they were able to speak with Mr. Van Patten and executive producer Howard Korder for more than 90 minutes while sitting on the actual set.

Journalists from across Canada attended the two-day trip, which also included a luncheon presentation at HBO HQ by the president of Home Entertainment, Sofia Chang, as well as dinner at a Lower East Side restaurant with ties to Lucky Luciano himself (which is also featured in an actual episode of Boardwalk Empire).

More than 10 total print, online and broadcast stories (including a massive full-page spread in the National Post) were generated from the press trip alone and timed to the release of Season 3, helping build even more critical acclaim and media buzz on street date for this title.

[Boardwalk Empire Press Clip – National Post](#)

Havana Cuba Rum (Havana, Cuba)

In early summer 2011, LexPR in association with Tourism Cuba, led a press tour to Havana to provide an opportunity for Canadian lifestyle journalists to explore the real Havana and learn about Cuban culture and, of course, its prized spirit — rum. The press trip was an early execution in the overall Havana Cultura campaign, which saw summer street festivals takeover hip neighborhoods in Montreal and Toronto featuring Cuban music, art, dance, food and cocktails.

Journalists from Montreal and Toronto attended the press trip to get a true taste of the real Havana. While in Havana, media toured the Havana Club factory, enjoyed live Cuban jazz, visited the famed Tropicana club, frequented museums and art galleries, and enjoyed every manner of rum-based drinks — including legendary Daiquiris at Earnest Hemingway's favourite watering hole in Havana, El Floridita bar.

The journalists went back to their respective publications to write preview pieces on Havana Cultura before the festivals began in each city. The FAM trip coverage helped kick-off a highly successful campaign that generated 102 press clips and 16,191,676 total impressions.

LexPR worked closely with Tourism Cuba to plan the itinerary and ensure that media were able to experience the best of Havana.

[Havana Club Press Clip – Montreal Mirror](#)

Jameson Rum (Dublin, Ireland)

In February 2012, LexPR arranged for ETALK to film three segments with rock band Sum 41 in Dublin, Ireland, for the lead-up to St. Patrick's Day — featuring our client Jameson Irish Whiskey. The segments aired nationally in Canada.

Each segment showed “special hosts” Sum 41 enjoying Jameson in Dublin, visiting the distillery and learning the secrets behind the world's most popular Irish Whiskey; going on a proper Dublin pub-crawl (and enjoying Jameson along the way); and exploring the deep musical roots of the city.

All of the brand's key messages were front and centre in the segments, showcasing that Jameson is a premium product enjoyed by the young, hip and adventurous. As far as branded-entertainment goes, this execution hit every note — while highly entertaining, the segment doubled as an educational video for Jameson.

This three-part segment aired nationally in Canada on ETALK for three days leading up to St. Patrick's Day. ETALK is the highest-rated nightly entertainment news broadcast with upwards of 650,000 viewers each night. Numerous branded promotional spots were also aired on CTV in the weeks and days leading up to the first segment, and on the days that the segments were airing. The first clip, which was entirely shot in the Jameson Distillery, was also posted by the Jameson team in Ireland on its Facebook page, which is “liked” by 237,000 Facebook users worldwide.

Video: http://www.lexpr.com/takeonorlando/rfp-6/#mediaplayer_vid_12_wrapper

Client: [Shoppers Drug Mart](#)

Date: 2007-current

Client ask: Keep all of our vendors happy

Shoppers Drug Mart (SDM) is Canada's leading retailer of beauty, health and pharmacy products and services with 1,240 Shoppers Drug Mart and Pharmaprix stores across the country.

LexPR was originally hired to work on a project for the company's Life Brand (private label health and beauty brand), and has since grown the business to include SDM's numerous private label and exclusive international brands including: Quo Cosmetics, Quo by ORLY, GOSH Cosmetics, Boots No7, Sally Hershberger Hair Care, Life Brand, Etival Laboratoire, Yes To (multiple sub brands), Raw Essentials by Carol Alt, éclos, Chinese Herbs by Peter Lamas, Toppik, Soap & Glory, Nativa Organics, Simply Food, and Optimum (Shoppers Drug Mart's retail loyalty program).

LexPR was SDM's first agency of record for marketing communications/public relations. Each year, LexPR has demonstrated that there is enormous value in proactive media outreach programs, whether it's for a brand/product launch or a seasonal, multi-brand marketing campaign. We've worked closely with the company to custom build everything — from our PR plans and presentations through to our results reports — in order to suit the client's needs and the needs of their brand managers and vendor partners.

We are briefed on multiple assignments over the course of each year, and we execute a custom PR plan for each and every one of them. We invoice this client per brand/assignment, and we provide a results report for each brand/assignment.

The client appreciates the fact that we can strategically recommend and manage relevant third-party experts and also develop cross-promotional opportunities with other LexPR clients. During the 2011 and 2012 holiday seasons, LexPR executed a national media tour with TV personality Shoana Jensen that combined entertaining ideas from both SDM and Corby Distilleries Ltd. LexPR split the budget between both clients resulting in a highly successful program at a cost-saving to both companies.

[Click here](#) to see a current example of our work for this client.

A description of how representative would approach Consumer Public Relations for Visit Orlando.

Because LexPR is entrepreneurial in nature, we're easy to adapt to our clients' business preferences and operational styles.

To take on the Visit Orlando account, our recommendation would be:

- In-person meeting at Visit Orlando offices to get briefed-up on the file
 - Visit Orlando to send any relevant information prior to meeting so LexPR can come prepared with basic background and smart questions
 - Review of current marketing and communications plans
 - Delivery and discussion of PR brief
 - Review and discuss statement of work (SOW) and/or contract
 - Discussion of SWAT
 - Learn what success means to client
 - Discussion about how best to approach servicing client's industry partners
 - Specific to PR plan development, what has worked and not worked in the past
 - Review what other global markets are doing
 - Specific discussion about French-language Canada
 - FAM if we're required to become invested in your tourism vendors' businesses
 - LexPR would make the investment in this file and undertake the cost of sending its team to Orlando for the initial FAM
- In-market meeting with other Visit Orlando agency partners
 - Meet the agency partners and understand how they work and their requirements as it relates to our assignments
 - Learn what they are looking for in a PR agency partner
- Build a public relations plan
 - Ensure Visit Orlando's team is consulted along the way to ensure proper buy-in at the early stages, so as not to waste time with multiple off-target drafts
 - Meet with agency partners in development of said plan to ensure it ties back to the brand's 360 activities
- Presentation of public relations plan (virtual or in-person)
 - Timelines are assigned to development of multiple deliverables e.g. media lists, media materials, events, etc.
 - Measureable objectives assigned to deliverables
- Execution and evaluation of PR plan
 - Regular updates to client
 - Press clips are distributed in real time
 - Monthly media update summary provided to highlight pending media clips
 - Weekly meetings recommended during busy periods
 - Monthly meetings recommended for less busy periods
 - Quarterly mini-results are prepared

- Large results reports are developed on an annual basis
 - PR and advertising values, circulation, media content analysis
- Post-mortems are developed immediately after each major event execution or activity
- Budgets are reconciled after each major execution
- LexPR believes that any great PR plan needs to be fluid — so we will bring fresh and ongoing ideas to the client

Recommendations for Orlando to effectively secure media coverage



Disclaimer: The ideas presented below are intended to demonstrate LexPR's creative thinking ONLY. We are not suggesting that our secondary research can adequately direct us in the development of strategic public relations plans for Visit Orlando.

Campaign #1: Montreal loves Orlando

The strategy: This campaign is intended to strengthen the relationship between Orlando and the Quebec market via a clever partnership with the Montréal Pierre Elliott Trudeau International Airport (YUL) and Orlando International Airport (MCO).

Tactic: Building on the concept of a “sister city,” LexPR is suggesting creating a “sister airport” association between YUL and MCO. The campaign is intended to reinforce key messaging that it's easier than ever to fly to Orlando (there are many flights per day by numerous carries out of Montreal to Orlando).

LexPR suggests running a contest on Instagram for the month of X where Quebecers are asked to submit their best/most artistic/funniest (criteria TBD) pictures of Orlando. Photos are to be identified with a custom contest hashtag. A judging panel that can consist of Quebec travel bloggers and/or media will choose the best images to be displayed in a gallery format in YUL near Orlando departure gates. This contest could also be run in partnership with a media outlet to maximize media exposure.



Tactic: This tactic communicates a key message and builds on a sense of pride and ownership for a powerful, common experience shared by both cities. Here, we reinforce the fact that one of Quebec's most beloved brands, Cirque du Soleil, has a permanent La Nouba show in Orlando.



LexPR suggests partnering with a Canadian airline on a highly creative guerrilla activity at MCO. Media will be given advance notice to capture photos and video footage of Cirque du Soleil performers interacting with guests as they line up and check-in to fly to Orlando. Performers will engage consumers for photos which can be shared on individual social media feeds. Select travelers will also be given surprise tickets to La Nouba with their boarding passes or (potentially) as an announcement by the captain at departure.

An art installation commissioned by Cirque du Soleil promoting La Nouba could also be discussed as part of this initiative (e.g. a large multi-image video screen with various images of La Nouba show interspersed with other compelling Orlando images)



Tactic: This tactic is a public (versus media) relations initiative. LexPR suggests targeting Quebecers with income at the location of their winter vacation. Here, we propose creating Visit Orlando branded “warming stations” (a play on the cooling stations at a number of Orlando’s themed parks) at Quebec’s popular ski destination Mont Tremblant during winter months. These pop-ups can include outdoor heaters

and/or a hot tub as well as relevant tropical elements. Visit Orlando branded hot paws that contain key messaging/couponing/other are distributed to consumers by a Visit Orlando promotional team.

Tactic: This tactic reminds people about another existing connection between Montreal and Orlando: the Expo (Montreal's Biosphere) and Epcot (Spaceship Earth).

Here, we suggest holding a winter beach party at the Beach Chalet venue near the Biosphere. The event can focus on Orlando's history of innovation (including new attractions, hotel advancement, etc.), as well as sports and the environment. Heaters and tropical elements can be incorporated into the beach. Inside, fireplaces will be ablaze and video screens will highlight the current temperature difference between YUL and MCO. A top chef from Orlando can be flown in to collaborate on a menu and oversee the development of relevant themed food stations.



Installation of snow and ice sculptures to highlight Orlando's most recognizable landmarks (e.g. Lake Eola fountain, Epcot globe, etc.) can be added to the Mont Tremblant pop-up or "Expo to Epcot" activities. These sculptures can also appear on their own, to be constructed as part of Quebec City's winter carnival. Sculptures can be lit with colour-change lighting for jaw-dropping effects.



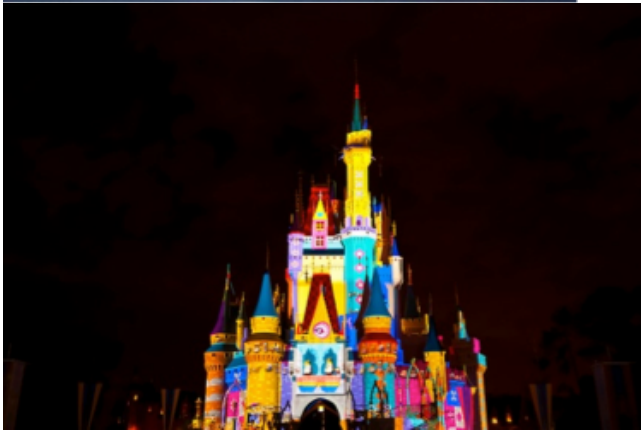
Disclaimer: The ideas presented below are intended to demonstrate LexPR's creative thinking ONLY. We are not suggesting that our secondary research can adequately direct us in the development of strategic public relations plans for Visit Orlando.

Campaign #2: Take on Orlando

The strategy: This campaign is events-focused, and speaks the fact that most of Canada's media are centralized in Toronto. We created a clever play on the city's nickname ("TO." or "TO dot") in the development of this campaign concept. It's important to note that events in other key regions could easily be developed — each with their own unique and clever identity.

Tactic: Here, we are proposing a large scale, national event staged in Toronto for media, social media, influencers and consumers. LexPR proposes flying key media to Toronto from other key markets OR creating smaller executions in several other Canadian cities. The TO.O event would take place in January/early February when consumers are most likely to be thinking about traveling to a sunny destination. This event would bring to life the sights, sounds and warmth of Orlando in Toronto at a time when the City and country are at their coldest.

The tented event could be staged outdoors in a high-pedestrian traffic area like Yonge-Dundas Square (Canada's version of Times Square). Indoor options include Casa Loma (castle-style venue) or Liberty Grand (palace-style venue). Innovative projections of Orlando (see Orlando 2.0 section) could also be incorporated.



The environment would showcase the wonder and warmth of Orlando and can include:

- Palm and orange trees (see Orange section)
- Tropical ferns and flowers
- Astroturf flooring
- Florida-style furniture

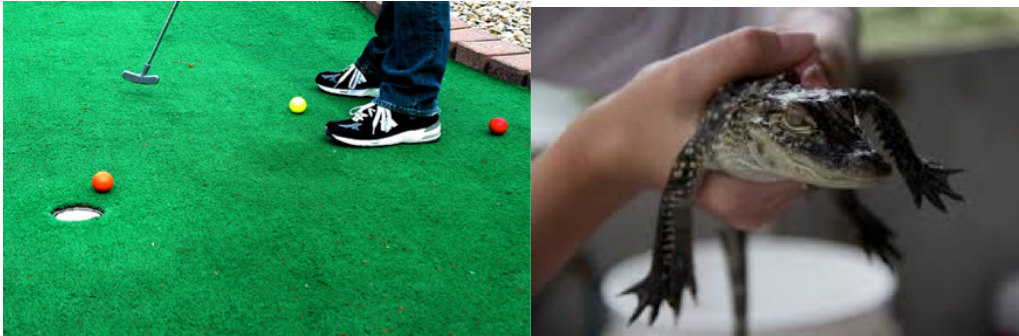


Media can be invited to a special advance preview for this event via branded cookies (aha moment — I bet you were wondering why we sent you cookies?)



When guests enter the event, they will see:

- A custom step-and-repeat wall with an orange (versus red) carpet and a branded promo team greeting guests
- Characters from the parks (Disney and/or Universal) available to pose for pictures, encouraging consumer uploads to social media (using our Orlando hashtags)
- A custom four-hole mini golf course (one for each county in metro Orlando)
- A small swamp area with baby alligators, grounded airboat, etc.
- A green screen activation where the guest can be transported to Orlando to create their own “Why aren’t you here” postcard (instead of a “Wish you were here”) postcard that can be uploaded immediately to social media (using our Orlando hashtags)
- Snow and ice sculptures (e.g. Eola fountain, Universal Studios globe, etc.)
- Cleverly themed food areas that can incorporate our campaign ideas (second aha moment)



A variation on this event would be a hotel takeover in which we would buy out a small boutique hotel (e.g. The Beverley or The Templar Hotel) for one evening and create

different Orlando-based themes for each living space or floor. The branded, themed areas would speak to Orlando's key offerings:

Sports



Tropical



Food



Social media applications will be considered for every event:

- Custom hashtag(s) promoted in the invitation and cleverly displayed at the events
 - Instagram 'hotspots' to encourage social media interaction
 - Twitter wall asking guests for their best tips on Orlando travel
 - Social media contesting on Visit Orlando trivia
 - Visit Orlando Canadian Tweet Chat or Media Webinar
-



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Campaign #3: Orange

The strategy: Sometimes the most powerful campaigns are stories that are spearheaded by a singular, iconic image. Something that's bold, captures immediate attention and drives conversation (and all those social media shares) is often all that's needed to elevate and amplify a brand. With our Orange Campaign, we will take an artistic approach to showcasing Orlando by using orange (as a symbol and a colour) as a central, neutral iconic image to disrupt normal environments and get people talking.



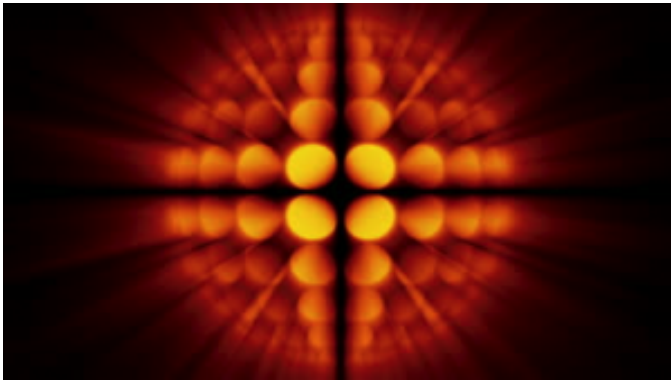
Tactic: Execute a highly visual, large-scale project and/or guerilla activity (possibly during [Nuit Blanche](#) — a popular all-night art festival in Toronto each October). LexPR is recommending taking over an entire street or public park or building and make it completely orange, full of incredible art and interactive installations for people to explore and enjoy. Imagine a park lined with trees full of oranges that are gracefully (and robustly) hung on the branches; at night – the orbs illuminate, filling the area with a bright orange glow, creating a fantastical setting that instantly creates the warmth of Orlando.

A giant, glowing sign with a #VisitOrlando hashtag can encourage people to share their experience exploring the environment. The scent of orange can be piped in to complete

the overall experience. Media invitations can be sent with orange sunglasses, on orange scented paper, etc., for a chance to attend an advance preview of the environment.

Another alternative is to create a series orange art installations across the city one morning; seemingly random, they will just appear in different high-traffic locations (a train station, a busy square, a downtown park); at each one will be instructions to Instagram/tweet images of the installations with a special hashtag to enter for a chance to win an amazing trip to Orlando.

Tactic: LexPR suggests that we build a giant translucent cube in a high-traffic area and fill it with oranges. We ask participants to guess how many oranges are in the installation for a chance to win a grand prize package trip to Orlando. We would encourage participants to take pictures with the installation (with custom hashtag) and share on their social media feeds. This could be done in conjunction with a morning television show, and it can be executed in various markets across Canada.



Tactic: We could explore a partnership with a brand like a Terry's Chocolate Orange and, similar to the Willy Wonka's Golden Ticket contest, create an "on-pack" orange ticket that folds out with foil and gives "orange-level access" to Orlando (week-long all-access pass for four to ANY attraction within Visit Orlando, with flight, hotel and spending money).



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Campaign #4: ORlando

The strategy: This campaign is about all of the options Orlando has to offer for business and leisure travellers (you can do this OR that, there's mORe to do than one might think). We realize Orlando likely does general FAM trips and specialized fam trips — but we're recommending bringing this message to the forefront of a campaign.

Tactic: Here, we're suggesting creating both grouped and specialized media tours (kids and families, MC&IT, golf/sports, shopping, spa, food & dining, entertainment, hotels, night life, festivals, arts & culture, LGBT, etc.).

For the purposes of this presentation, we are outlining one example — golf— and how we would bring it to life in an unusual and compelling way. Here, we suggest exploring a paid arrangement with a well-known golfer — ideally someone with a tie to Orlando (e.g. Arnold Palmer). Imagine walking off the plane at MCO... your golf foursome enters the large receiving area — and there you see it: Arnold Palmer holding up the names of you and your golf buddies! Arnold is standing next to a golf cart and camera crews are buzzing around while a marching band starts to play...that's our concept.

- This concept would be best served by partnering with a media outlet to ensure maximum exposure before, during and after this activation.
 - Potential partners may include: TSN, Sportsnet, Score Golf Magazine
- This activity is fun and relatable. We are telling one Orlando story in a fun and unexpected way, with real visitors that everyone else can relate to. We allow adults to become kids again (think America's funniest home videos) while 'starring' in a clever stunt that will translate well on both traditional TV (coverage from media partner) and social media (YouTube, Instagram, etc.) and delivers compelling visual images that align with Visit Orlando key messages.
- This activity is scalable. We could also partner with other international markets and share the overall cost, execute on the same day, and create a video pool of people from varying nationalities/countries reacting to their unexpected Orlando arrival celebration. Then we can edit these experiences together for one very cool international video tool that can be shared worldwide.

Tactic: Develop a media co-promotion with a morning show or Weather Network dubbed "Mind the Gap." This is a fun competition inviting people to submit their best guess re: the largest gap in temperature between Orlando and select city/cities in the month of January (e.g. I guess January 17 a gap of 30°C). A prize is given away to help reinforce key messaging in a fun and interactive way. This could also be staged as a guerrilla activity whereby a projection of the split weather screen is projected onto a building.

MIND THE GAP

Tactic: Knowing that tips generate media coverage, we suggest a social media campaign where we release the top things 'you didn't know' about Orlando; create the hashtag #MORlando, and ask people to submit their best kept Orlando secrets calling out the #.

Tactic: LexPR suggests exploring partnerships with high-profile entertainment brands associated with Orlando. Here, we leverage our experience working with entertainment properties to explore a presence for Visit Orlando at in-market activities (e.g. Disney show, Universal film premiere, relevant video game launch, other).



Disclaimer: The ideas presented below are intended to demonstrate LexPR's creative thinking ONLY. We are not suggesting that our secondary research can adequately direct us in the development of strategic public relations plans for Visit Orlando.

Campaign #5: Orlando 2.0 (we've kept the best for last!)

The strategy: This campaign focuses on the innovation that's happening in Orlando. Many of Visit Orlando's tourism and hospitality partners are changing and evolving sectors within the global tourism industry. Collectively, Orlando represents (arguably) the most progressive tourism region in the world. Our story is exactly that! And our storytelling process brings this innovation to Canada in an effort to communicate the message AND recreate some of that intangible magic.

Tactic: As part of our Visit Orlando presentation, we've built a LexPR travel blog to present our agency's background, credentials, proposed ideas and executions. But, it's not JUST a creative tool to house our proposal — it represents a much bigger idea. We're proposing that this be a key part of our PR program, and an active communication tool should we secure the Visit Orlando business (insert aha moment here). Much like the evolution you are driving within the tourism sector, we see this blog as an evolution of the press room, and a place where your PR agency partner can become a brand journalist (the evolution of our industry). It will generate and house compelling and informative content, give bloggers and other media a place to post information relevant to Orlando, and above all else — a tool used to strengthen relationships between Visit Orlando and key media.

The "Take On Orlando" travel blog will be a rich content hub geared toward Canadian media, social media influencers and internet-savvy consumers who are interested in Orlando. In addition to being the home base for all of our media materials (which Canadian journalists can log on to anytime they want compelling story leads or need quick access to Orlando images, videos, facts and info), it will also feature branded content that shines a spotlight on Orlando. The best stories and clips generated by LexPR will also appear on the blog, as well as feature custom content created by us and by relevant media. We will link to other great Orlando stories from around the world, dynamic videos and anything else that helps tell the story of why Orlando is such a premium travel destination.

We can house the blog on the back end of our website (as we've done in this case) or bring it to life at TakeOnOrlando.com (we have already secured this URL should you choose to use it). We'll drive all new content through LexPR social media channels, as well as work with our contributing media colleagues and key brands (based in Orlando and Canada) to do the same, increasing overall traffic to the blog. The end goal is to create a content hub that is updated daily and that media from across Canada can check regularly for the latest news and information about Orlando. Content will be shared as per plan, with regular posts written by LexPR, guest entries from a Visit Orlando outlet or by bloggers we've sent to Orlando for an organized activity. This is not meant to replace the official Visit Orlando website, but act as a complementary content development site geared towards Canadian media and social media influencers (though we hope to share much of the content from your site) and enhance communications with them.

Tactic: We're also recommending bringing HIGHLY dynamic visuals to Canada and showcasing them in a highly dynamic "talk worthy" kind of way:

- 3D mapping or projection against Casa Loma and/or on other major buildings/landmarks across Canada
- Huge juxtaposition of imagery (and a FIRST to our knowledge) to project dynamic images of Orlando onto snow. This can be done as either as a photo opp by securing an artist to project and capture an image OR this can be done within a large-scale publicity stunt. Here we envision cascading manmade snow

falling in a stream with images of Orlando projected onto the snow. Orlando does projections onto water very well — this is an innovative Canadian take on that concept

- Send media information on branded USB snapbands (call out to the Disney Magic Bands)
- Secure [Baanto technology](#) to offer an interactive screen in high traffic area where people can navigate through a “living” Visit Orlando

Financial and credit data of representative

Building good relations is at the core of everything we do, and this philosophy extends to our vendors and suppliers. LexPR is current with all vendor partners, and we do not have any supplier claims outstanding against the agency for disputed, partial or non payment. Furthermore, there are no legal actions against the company for payment of any type.

LexPR is independently owned and operated and does not report to a larger organizational structure — this means we can share savings with our clients versus profits with our partners.

LexPR owns and maintains one office in the heart of Toronto’s agency corridor near King Street West and Spadina Avenue. Over the years, we’ve built a strong network of freelancers from coast to coast enabling us to expand and contract based on our clients’ needs. This approach also means that our clients don’t pay for the overhead that comes with running and maintaining multiple offices.

Anticipated fees and expenses

LexPR takes great care in developing campaigns that are both on brand and on budget, therefore, it would be presumptuous of us to recommend a budget for you without a deeper understanding of your priorities and marketing communications plans.

We can work with any Visit Orlando budget. Whether it’s a \$5K project, \$50K event, \$500K program through to a \$5M assignment, LexPR will develop manageable objectives that ladder back to solid strategies — at any price point.

LexPR does not charge management fees or a percentage of professional services fees for out of pocket expenses. If we don’t have a receipt for it — it simply cannot be billed it back to the client.

Should LexPR be invited to participate in the next level of your RFP process, we would be happy to break out a budget for any of the creative concepts and/or campaigns we have outlined.

[Click here](#) to see what our clients say about our fees. Also outlined in another section of this proposal, you can [click here](#) to see our billable rates.

A description of billing policies

When [Laura Cochrane](#) left the world of large and medium-sized agencies to open LexPR, she consulted with a focus group of client-side communications executives to review “traditional” agency approaches and revise them to develop a customized approach for LexPR. Top of the list—agency billing.

LexPR created and adheres to a process we call “responsible billing.” We build our budgets based on experience and “best-case scenario” time estimates, and we issue our invoices against those estimates. Unless new assignments are added or existing ones are dramatically altered, we invoice based on these client-approved budgets — even if we go over in time spent on the assignment. It’s an all-in, no surprise billing policy.

One of the advantages of working with LexPR is our flexibility and willingness to customize budgeting and billing based on client needs and infrastructure. We can either develop a fixed budget based on an assignment or bill per hour on an assignment. LexPR reconciles all project budgets.

Similar to large agencies, LexPR maintains a comprehensive account of all billable and non-billable time. Our Hourglass subscription, coupled with a detailed docket numbering system, enables us to pull time records quickly for both budget estimates and client reconciliations when required. Unlike the big guys who are known to mark up their hard costs by as much as 30 per cent, LexPR does not mark up its hard costs. You pay what we pay on all disbursements.

LexPR’s rates are among the MOST reasonable in the industry. Whether billing by the hour or estimating time for budgets, LexPR billable rates are as follows:

Senior rate (including President, Vice President and Senior Consultant) = \$200

Intermediate rate (including Consultant) = \$175

Coordinator rate = \$125

Administrative rate = \$100

Our agency prides itself on being “on budget and on time” — all the time. Period.

Any special terms or conditions requested/required by the representative

LexPR’s standard payment terms are 30 days. For large-scale, hard-cost heavy events that we undertake on behalf of our clients, we request an expedited deposit to cover a reasonable portion of the hard costs.

That’s it.

But we know you may have terms — and one of those is likely ensuring that your agency partner has an appropriate amount of insurance. LexPR maintains a \$5Million

commercial general liability and errors and omissions insurance policy with a large and reputable insurance provider. We are proud to say we have never made a claim against our insurance policies.

Description of any additional services the Representative would like to propose to expand or supplement services requested

LexPR is truly a best-in-breed public relations agency. We can bring big, bold, creative ideas to the full agency table – but we focus on our core competencies, and allow our agency partners to do the same.

Our (non-financial) alignment with global communications group Havas PR, however, means that we can:

Tap into global tourism and other relevant research commissioned by our partner agency

Secure the voice of [Marian Salzman](#), CEO of [Havas PR North America](#) and one of the world's leading business and culture trends experts

Offer PR agency referrals for other global markets

Non-Disclosure Agreement

The Orlando/Orange County Convention and Visitor's Bureau, Inc. d/b/a Visit Orlando, ("Visit Orlando") and LexPR Canada Ltd. ("Party Two") (Visit Orlando and Party Two are the "Parties"), enter into this non-disclosure agreement.

The Parties each may provide to the other certain confidential information. When the providing party designates such information as confidential, or if the receiving party has a reasonable basis to believe that such information is confidential or should be treated as confidential, then the other party agrees to maintain its confidentiality by not disclosing that information and taking reasonable precautions to protect its confidentiality. Information designated confidential or reasonably implied to be confidential shall only be used in a manner consistent with the reason for its being provided to the other party.

Similarly, Visit Orlando may contract with Party Two to provide certain services, the product of which Visit Orlando may designate as confidential. When Visit Orlando designates such product to be confidential, the obligation of confidentiality will be unilateral to, and specifically incumbent upon, Party Two not to disclose such information and maintain its confidentiality.

Regardless of the designation of information as confidential as contemplated by this agreement, information exchanged by the Parties shall not be deemed to be confidential when it is publically known, is received from another source who can lawfully disclose such information without a duty to maintain its confidentiality, is already known by the receiver prior to receiving such information from the other party, and/or when it is independently developed, all without breach of this agreement. Further, information shall not be deemed confidential, regardless of designation, when required to be disclosed by federal, state or local law, regulation or rule, or as a result of directive or order issued by an authority possessing competent jurisdiction to require its disclosure. Visit Orlando may also disclose confidential information to third party entities when required to do so by contract for audit and record keeping purposes.

The Parties may share confidential information with their affiliates, related entities and/or professionals hired to provide services to a party so long as such recipient agrees to maintain the confidentiality of the information. The laws of the State of Florida govern this agreement without application of Florida's conflicts of laws law. Any suit arising from this agreement shall be filed exclusively in the Ninth Judicial Circuit Court in and for Orlando, or the United States District Court for the Middle District of Florida, Orlando Division. The substantially prevailing party is entitled to attorneys and paralegals fees and related costs through all appeals. The Parties agree and stipulate that money damages are insufficient to cure a breach of this agreement but that money damages also may be recovered in addition to the issuance of an injunction when permitted by law. This agreement is the entire agreement regarding confidentiality between the Parties and may only be modified in writing.

Orlando/Orange County Convention and Visitors, Inc. d/b/a Visit Orlando

By: _____
Its: _____
Dated: _____

LexPR Canada Ltd.
By: Laura Cochran
Its: President, LexPR Canada Ltd.
Dated: Sept. 9/14