

A vintage computer setup including a CRT monitor, a keyboard, and a mouse, all in a light beige color. The monitor is positioned at the top center, the keyboard is in the foreground, and the mouse is to the right. The background is a plain, light gray surface. Overlaid on this scene is the text 'WEB CONTENT' in a large, bold, white, sans-serif font. The word 'WEB' is on the top line, and 'CONTENT' is on the bottom line. The text is centered horizontally and partially obscures the computer components.

# WEB CONTENT

# PR dept.

PR DEPT is a full  
service entertainment &  
lifestyle public  
relations firm.

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PHILOSOPHY

SERVICES

CLIENTS


THE TEAM

CONTACT



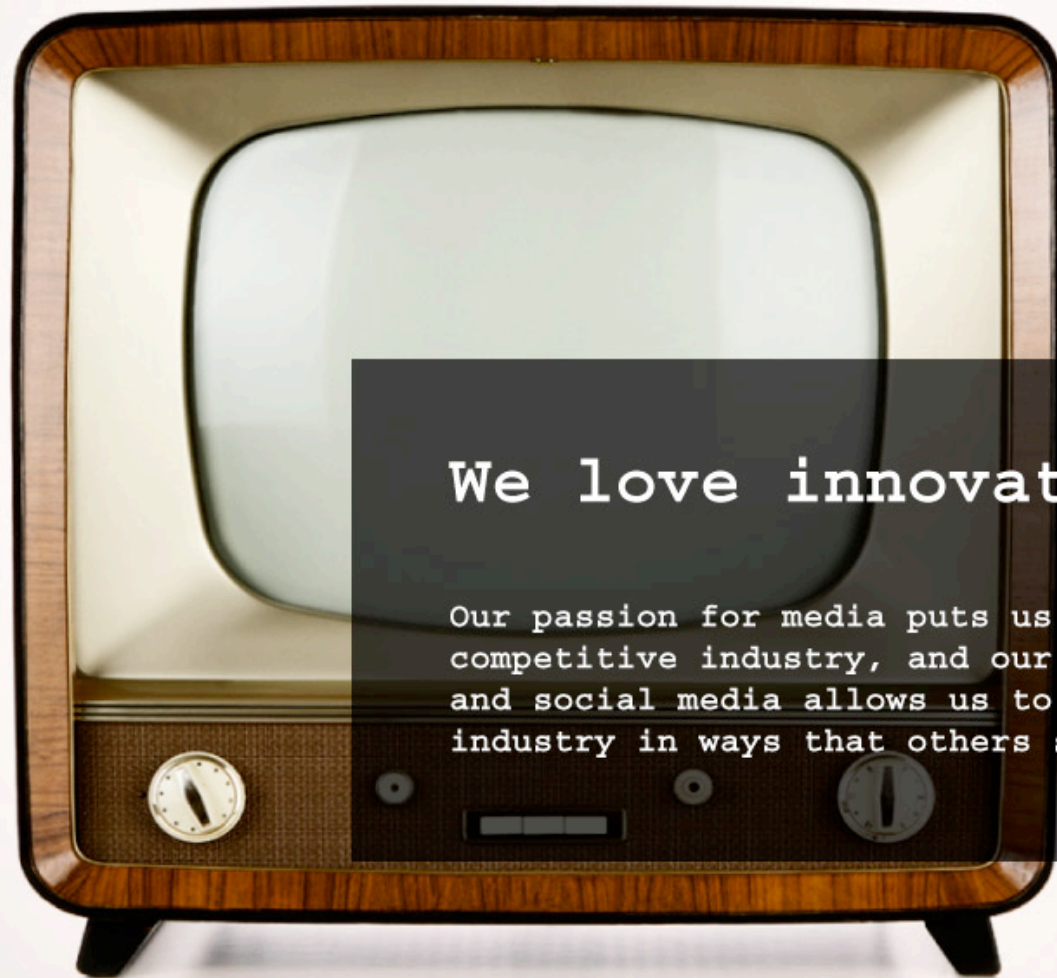
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We believe in exceeding expectations.

We wish to provide a seamless public relations experience that delivers outstanding results. With the help of our long-standing relationships and experience across a wide variety of media, we constantly seek unique and creative opportunities to garner meaningful exposure for those we represent.



We love innovation.

Our passion for media puts us on the cutting edge of a competitive industry, and our expertise in both traditional and social media allows us to navigate the entertainment industry in ways that others simply cannot.

# OUR SERVICES

## ● Product Launches & Celebrity Seeding

Whether it is a new consumer product, a new brand, or just a new package, we know how to get it in the right hands. From product placement to product reviews, there are an infinite number of ways to be seen when you know the right people – and we've got them all on speed dial!

## ● Consumer & Lifestyle Brands

Every brand is unique. Too often they get lumped in with mass marketing schemes, in order to squeeze as much profit out as quickly as possible. We believe in supporting long-term growth by integrating brands into platforms that make sense and stir interest.

## ● Traditional Public Relations

Good, old-fashioned hard work. Modern technology may have made it possible to reach larger audiences with less effort, but we believe in strategy. And sometimes, the only way to reach the right audience, is by knowing who to call and how to follow up.

## ● Brand Building

Internal/external message and brand building; clearly define strengths and objectives, and identify key leaders/spokespeople. Your best messaging comes from within your family of brands and employees; we can help create brand ambassadors and take advantage of social media opportunities.

## ● Online & Social Media

Status Update: There's more to social media than getting the most "likes." If you want people to put their money where their mouse is, you need strategic campaigning and an air of exclusivity. With a wide variety of social media tools at our fingertips, we know how to deliver an idea to the right audience, and garner real results.

## ● Event Marketing

We love a good party! But our Type A personalities make us better hosts than guests. We approach each event with a unique strategy and we excel at celebrity procurement, creative pre-press, and social media integration.

## ● Evaluation

Internal evaluation and assessment of needs, goals, and overall state of the business. Knowing who you are and where you are going is the best messaging; it is clear, concise and honest. In a time when transparency is king, we encourage this and help develop your message to reflect what is most important, in good times and in challenging times.

## ● Story Telling

Media relations, be it features, news delivery or consumer facing events, we tell the story, get it placed and support ROI.

TRINE

The Experiential Boutique

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## Miami Swim Week

**July 2015**

South Beach

The Mercedes-Benz Fashion Week Swim, better known simply as “Miami Swim,” is the world’s most important fashion week for swimwear. The most anticipated event of the summer, Miami Swim is held at the Raleigh Hotel, one of South Beach’s most exclusive accommodations, and draws an impressive crowd of celebrities, designers, models, and fashion industry elite. Informal but ultra-chic, the outdoor extravaganza invites guests to spend the day poolside, sipping cocktails with top designers, while watching Miami’s hottest runway shows from the comfort of their own cabanas. When the sun goes down, the stars come out and let down their hair at any number of Miami’s exclusive soirees. Spend the evening at an exclusive fashion blogger lounge or head to the Soho Beach House for the ultimate Swim Week after party.

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