

kkpr

PUBLIC RELATIONS

AGENCY



**for unconventional brands
& trendsetting events**

s e c t i o n . 1

agency overview

1.0

kkpr agency is a full-service public relations agency that has “the in” around your town

- Founded in 2016
- Female-owned, small business
- Headquartered in San Diego

Industry focus:

- Epic festivals and West Coast events
- Direct-to-consumer wellness brands
- Business-to-business

s e c t i o n . 2

vision & values

2.0

Calling on thrill seekers.

The best work isn't done in a cubicle. We encourage an adventurous work-life balance, breaking away from the norm to capture the most of your creativity.

Unite people toward a common goal.

Expect to partner with your publicist to make cool shit happen for you.

Make it fun.

Explore the city, shake things up, meet for a coffee, stay for the wine.

Identify opportunities, put energy into progress.

Accomplish your goals by breaking out of the conventional approach. Innovate future dreams.

Lead with compassion.

We care about humans, dreamers and dogs (duh).

s e c t i o n . 3

services

3.0

Public Relations

- Media relations
- Affiliate marketing
- Product launches
- Press release writing
- Press kit development
- Pay to play (paid media) strategy
- Messaging development
- Media training
- Press tours
- Industry recognition & awards
- Podcast booking
- Industry research
- Speaking opportunities
- Reporting

Content Creation

- Blog writing
- Newsletters
- Bylines
- Ghost writing

Creator + Brand Partnerships

- Campaign ideation
- Media kit creation
- Brand outreach
- Negotiations

creator + brand
partnerships

s e c t i o n . 4

case studies

4.0

S e c t i o n 4 . 1

public relations

4.1





San Diego Loyal (see website [here](#))

Launching San Diego's first USL team

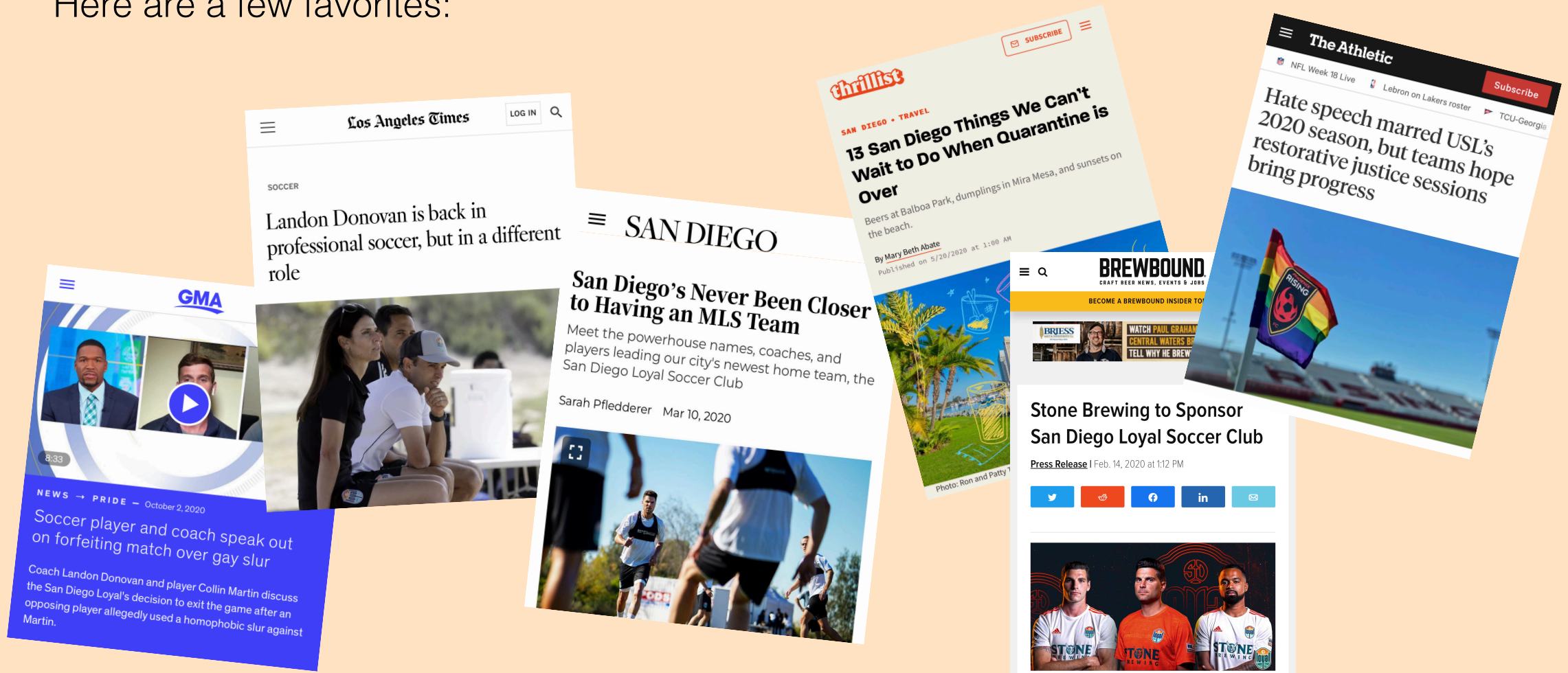
Some of the largest names in U.S. soccer, including the legendary Landon Donovan, called on kkpr agency in 2019 to help fill seats with fans for San Diego Loyal's inaugural season.

The Results: A sold out home opener.

Following its first season, SD Loyal signed the kkpr agency as its AOR to continue handling its PR initiatives for its second season. Aside from bringing awareness to happenings of the USL Championship's newest club, kkpr agency helped navigate intense conversation around COVID-19 and the racial injustice movement.

kkpr landed media placements for SD Loyal in well **over 150 publications.**

Here are a few favorites:



testimonial

“While kkpr is an external consultant to San Diego Loyal SC, Kate and her team is viewed as a major team member of ours. The quality of her work exceeds the high standards we set for ourselves and her team is a major contributor to our success as a club so far. Kate's advice is always on point and the managing of media relations as well as expectations is second to none. This was most evident in SD Loyal's recent events that garnered worldwide attention and her ability to orchestrate a difficult media process was exceptional.”

Warren Smith, *former President of San Diego Loyal SC*







Wonderbus (see website [here](#))

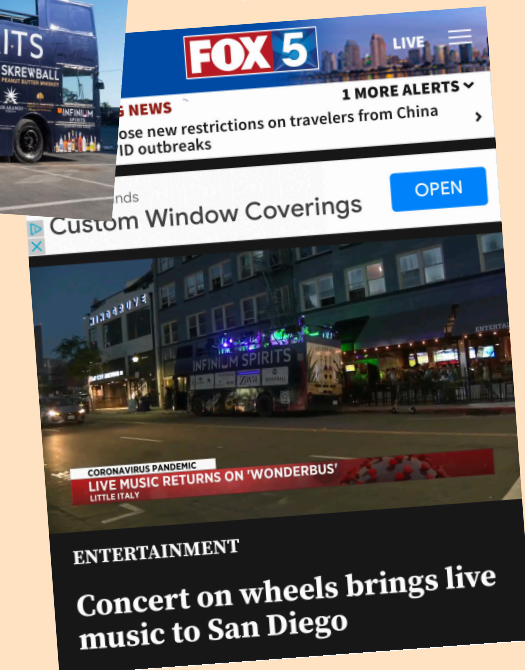
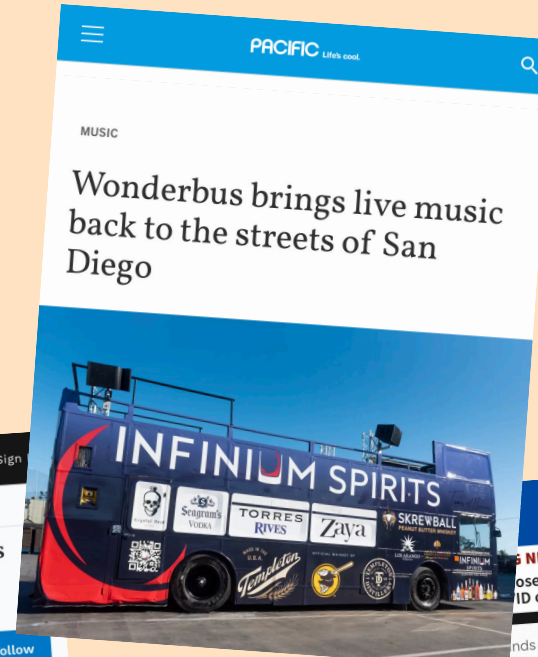
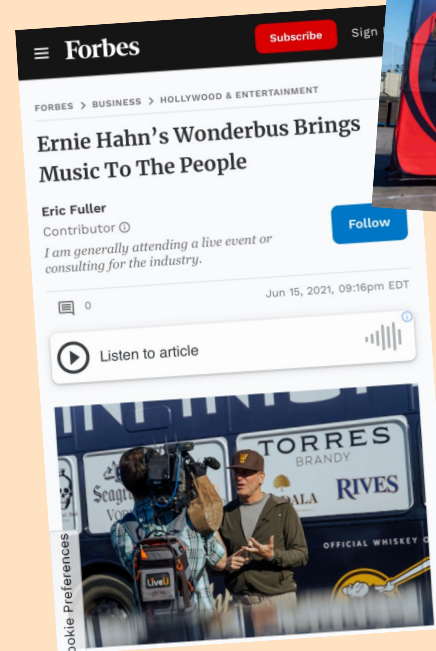
Bringing music to fans during COVID-19

A year into the pandemic, people were craving live music and SoCal provided the perfect landscape for the grandiose idea of Wonderbus. We just had to make a big splash when we hit the streets. It was kkpr's job to generate media placements around the launch to increase brand awareness and socially distanced foot traffic to all events.

The Results: For every weekend for over 3+ months, hundreds of excited patrons “gathered” at stopping points to listen to live music for the first time in arguably over a year (we saw tears!)

kkpr landed media placements for Wonderbus in well
over 30 publications.

Here are a few favorites:





testimonial

“There is no one like Kate. I love her show!”

Ernie Hahn, *Founder of Wonderbus
& Wonderfront Music Festival*





Lovability, Inc. (see website [here](#))

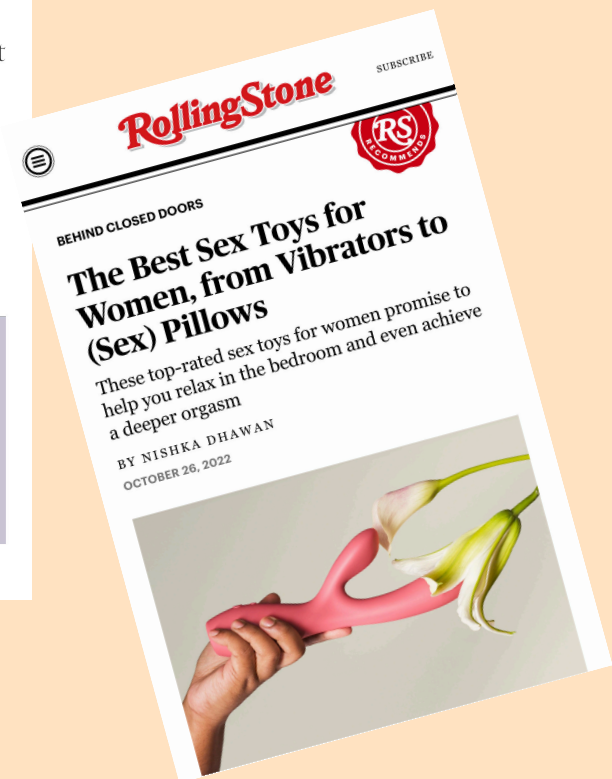
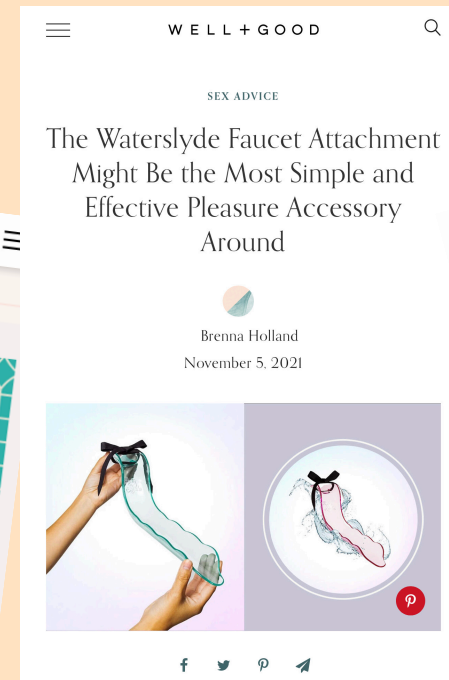
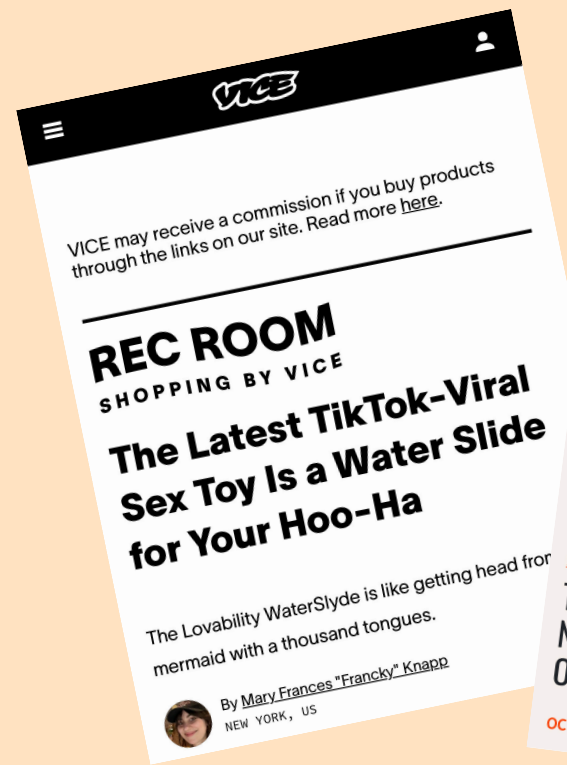
From TikTok sensation to a media darling

A few months into kkpr agency and Lovability's partnership, the brand hit the Gen Z jackpot: one of their posts went viral on TikTok. The kkpr agency sprung into action with an immediate new release, because believe it or not, going viral is now *news*.

The Results: The brand saw record sales in 24 hours following the viral post, with continued increase in sales following media placements and "TikTok famous" is now branded in any and all messaging around the aquatic pleasure product.

kkpr landed media placements for Lovability's TikTok famous product in well **over 35 publications** (and it's still going!).

A few favorites are below:



testimonial

“Working with the kkpr agency has been a wonderful experience. To say Kate and her is worth her weight in gold is an understatement. Since our work together in early 2021, we've received a plethora of coverage for the Lovability brand in top-tier publications. These articles not only built our customer base, but built credibility for the brand that we still use in business-related outreach.

My experience with working with Kate professionally has been a pleasure. She is incredibly organized and made all of our work easy and seamless. I highly recommend Kate's agency to anyone looking to grow their brand to a pro-level.”

Maureen Pollack, *President of Lovability & Inventor of The WaterSlyde*







GDX Studios (see website [here](#))

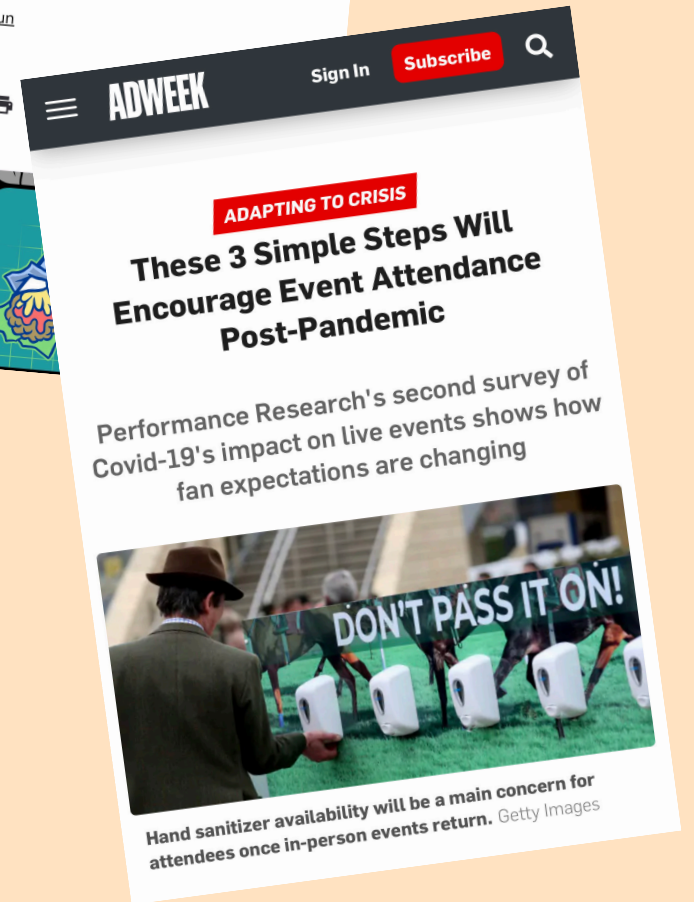
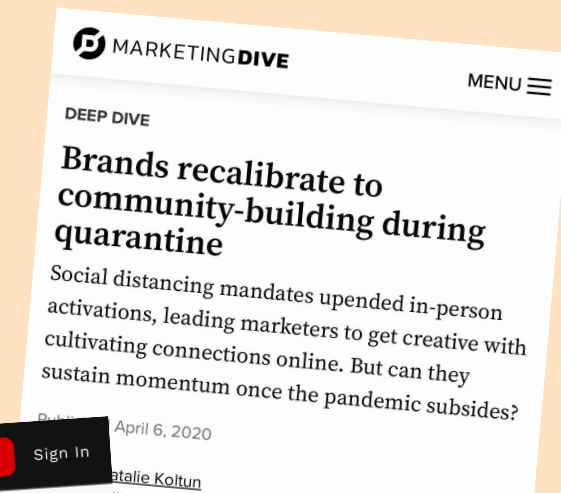
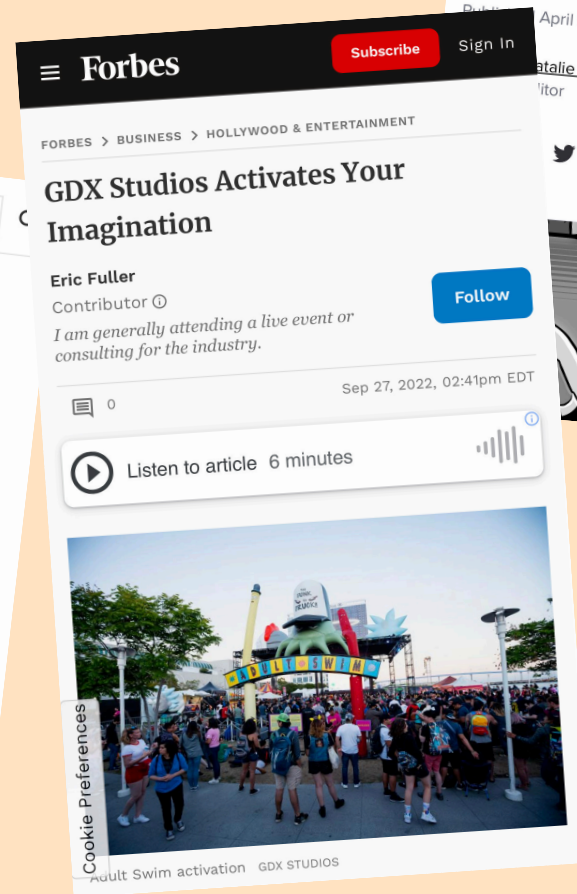
Building an experiential agency that specializes in pop-culture brands

GDX Studios, previously Grandesign, debuted in 2008 before “experiential marketing was experiential marketing”. While spending years building this unique company, competitors throughout the U.S. have received media recognition for its very basic campaigns and partnerships. The team hired the kkpr agency to change this.

The Results: After a successful trial period together in 2018, GDX studios hired kkpr agency as its AOR. In the last few years, kkpr agency helped GDX successfully launch “The Experience at Comic-Con”, receive awards for its over-the-top campaigns (The Ex Awards and Reggie Awards) and assisted with an entire rebrand to GDX Studios.

Over the last three years, Grandesign/GDX Studios
has been in **100+ publications.**

Here are a few favorites:



t e s t i m o n i a l



“GDX Studios is a marketing firm that has grown from \$2 million to over \$45 million in nine years. We’ve invested in two past PR representatives focusing on three objectives: Reach new clients, new talent and potential partners in our field. In our first year alone, the kkpr agency has created more inquiries within these three objectives than we have accomplished in our company history combined. She will impact your business tremendously and quickly.”

Aaron Gaeir, *CEO of GDX Studios*

*Sweet
Vibes*



Sweet
Vibes

Sweet Vibes (see website [here](#))

The client that taught us “affiliate marketing PR” before it became “affiliate marketing PR”

In 2018, a new, budget-friendly sexual wellness company was launching in the U.S. targeting the every day woman. It was the kkpr agency’s job to not only launch the brand and its new products, but get as many product placements as possible on third party publications to build credibility. In 2021, as affiliate marketing became a must-have for DTC e-commerce brands, Sweet Vibes handed their affiliate programs over to kkpr to handle.

The Results: kkpr continues to be Sweet Vibes’ agency of record. Since 2018, Sweet Vibes and their products have consistently been in listicles.

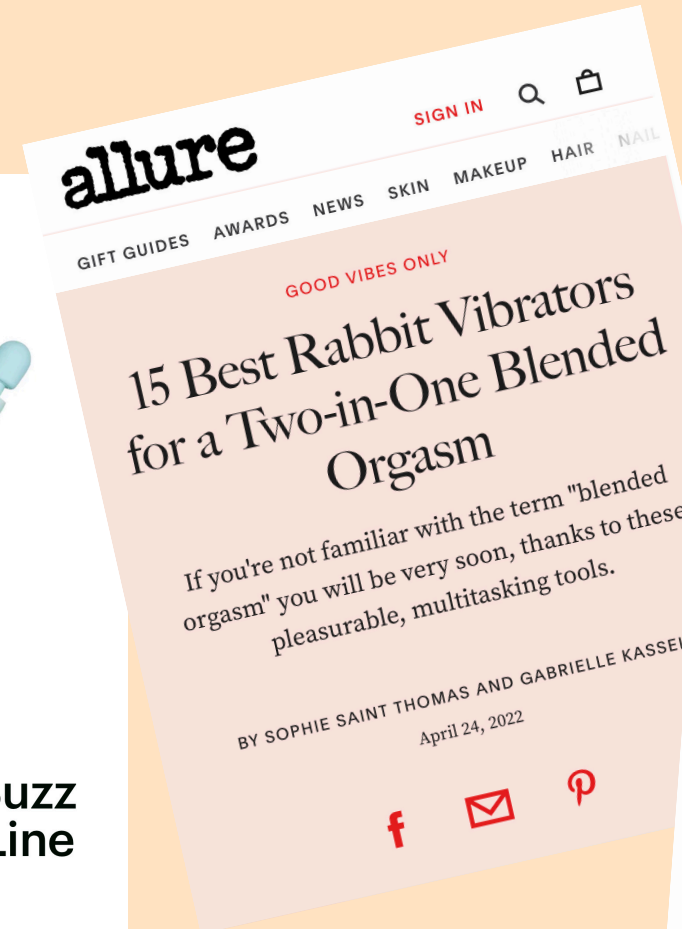
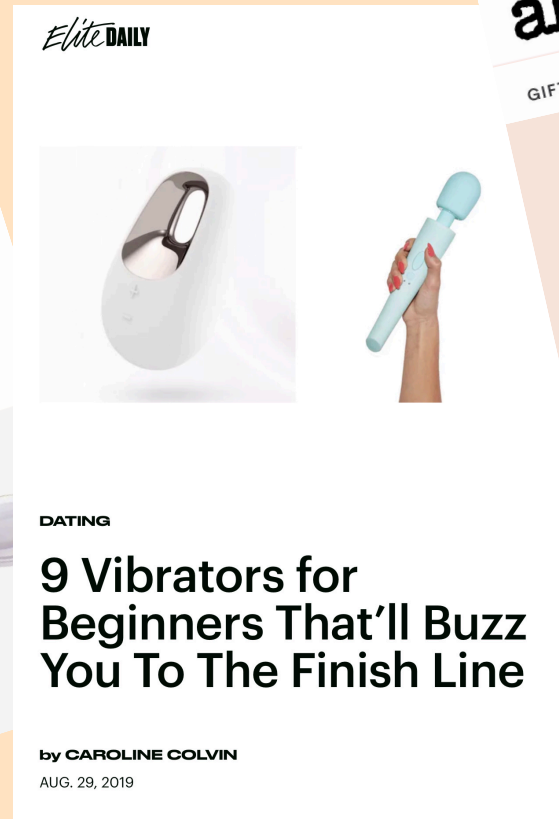
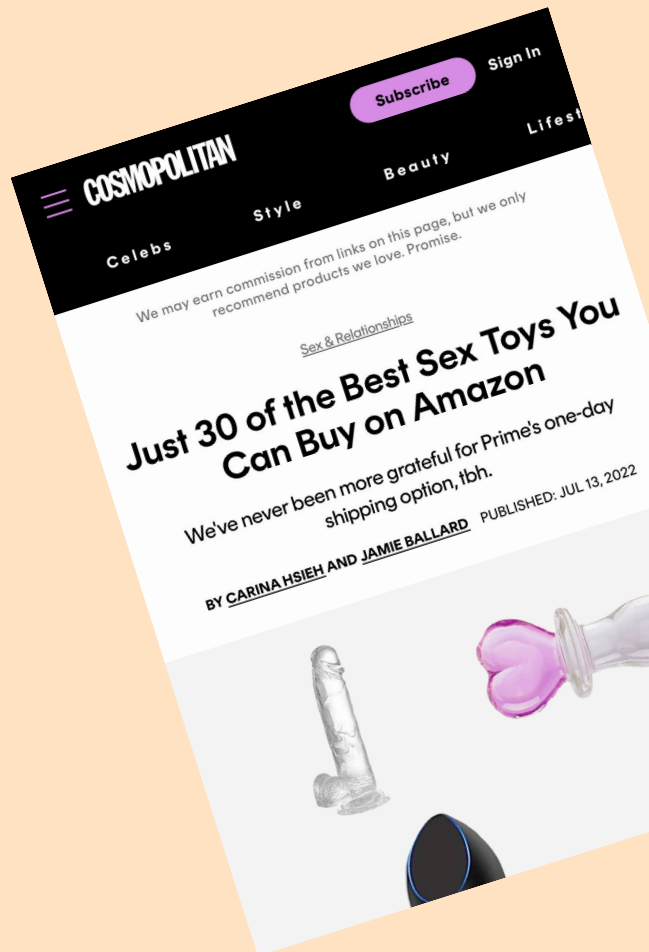
Year 1 - \$350k in sales (before kkpr)

Year 2 - \$850k in sales

Year 3 & 4 - \$1M in sales

kkpr landed media placements for Sweet Vibes in well **over 250 publications.**

Here are a few favorites:



testimonial

“kkpr agency has turned me into a believer in the power of PR. They know how to roll with the ups and downs of a fast-growing start-up and have been the best partner to have as we navigated affiliate marketing roll out, which in turn has increased brand reach and awareness through premium press placements. The kkpr team feels like an extension of our team in all the best of ways.”

Nick Bouyounes, *Former CEO of Sweet Vibes*



S e c t i o n 4 . 2

content creation

4.2

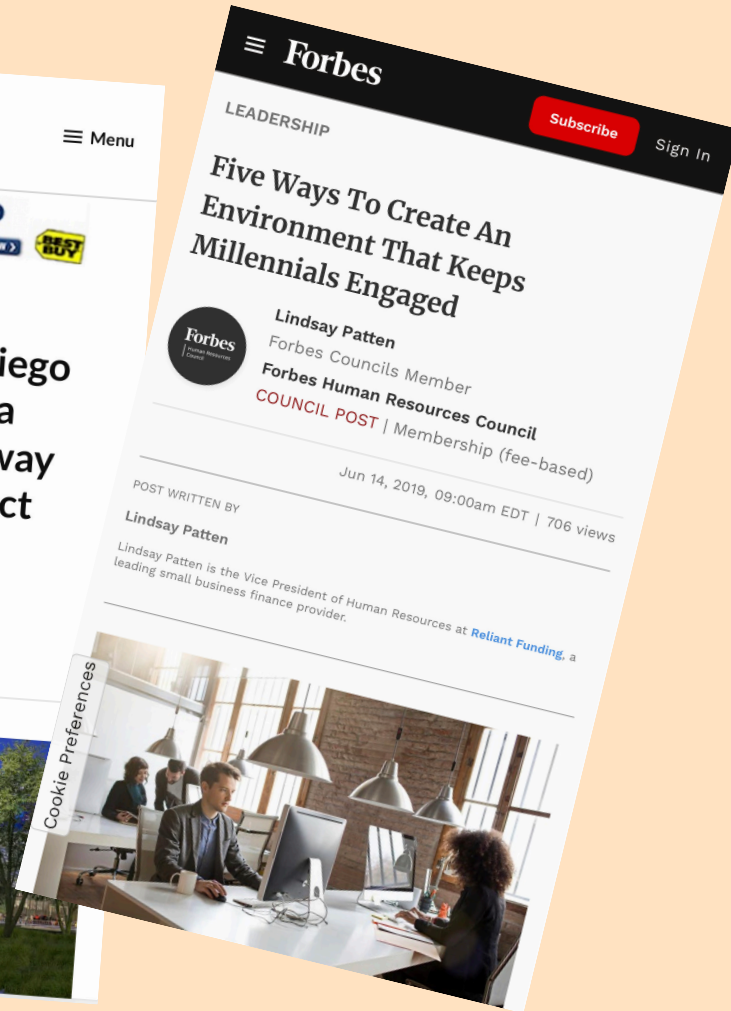
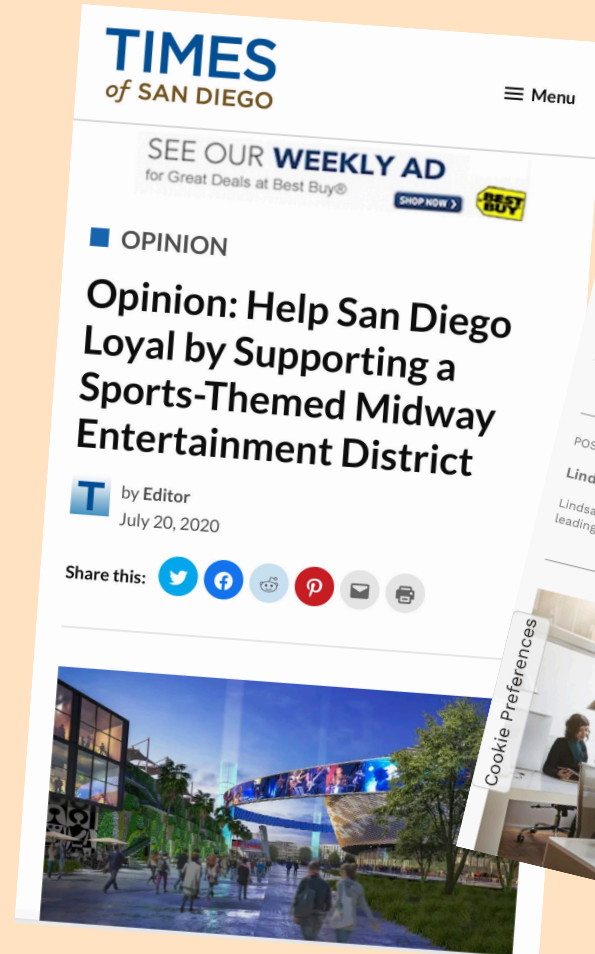
Messaging



content creation

Blogs

Bylines



content creation

Press Kits

- Lovability Press Kit [*\(check it out\)*](#)
- We Love You Press Kit [*\(check it out\)*](#)

Awards (and won!)



Ernst & Young
Entrepreneur
Of The Year®



**REGGIE
AWARDS**



content creation

S e c t i o n 4 . 3

brand partnerships

4.3

Brand Partnerships

your personal agent

- Tyomi Morgan x Fun Factory
- Tyomi Morgan x Sweet Vibes
- Sweet Vibes x Nadine Jane Astrology
- Kennedy's Meat Company x SD Foodies

S e c t i o n 4 . 4

honorable mentions

4.4

They didn't make our highlights, but we still love to brag

- Relaunched lovable Korean BBQ sauce and condiment company, "We Love You"
- Led PR efforts for the following spirits and wine companies: Melograno Cocktails, REVOLT Wine Co.
- Brought Springboard Music Festivals to 3 cities across the U.S.
- Seabedee's quality products were a must-have on all holiday gift guides in 2020
- Highlighted The Walking Dead's activation at Comic-Con in all top event publications
- Record breaking crowds at the following West Coast festivals: OB St. Patty's Day and NOVA Dia Wellness Experience
- Led PR efforts Hallmark Channel's "Countdown to Christmas" (2021, 2022) to over 15 cities around the U.S.
- Put the following restaurants on San Diego tourists and locals list: The Wine Pub, Kennedy's Meat Co., Coffee Hub, Pastel Bakery

thank you.

Kate Kelly

Founder and Lead Publicist

kate@kkpragency.com

