



LOVEPUBLICITY



WHY WE LOVE

Elevate your brand with Love Publicity, a full-service, creative public relations (PR) boutique agency. Love Publicity helps clients across many sectors, including beauty, fashion, film, lifestyle, retail, nonprofit, and hospitality, by engaging traditional, digital and social public relation strategies to produce innovative publicity campaigns that are executed with precision. Love Publicity focuses on securing our clients in print, online and broadcast media as well as in blogs and social media – thereby getting our clients' stories face-to-face with its target audiences.

We deliver result-driven campaigns, projects and events for our clients and provide empirical data to

keep our clients informed and impressed along the way. We develop ongoing relationships with media personnel to make sure our clients have friends in high places. We creatively implement even the most unconventional PR programs to show you the next level of PR and to make sure you “wow” the world one campaign at a time.

The primary goal of Love Publicity is to assist with the growth of our clients and increase their visibility as well as their market footprint. We pride ourselves on effectively communicating and creatively executing our clients' messages. If you love your brand, we love your brand, and together, we showcase a public display of affection.

HOW WE LOVE

Traditional PR

A public relations campaign is a series of activities planned to relate to a specific goal. Love Publicity loves to plan and reach goals! We do this by identifying an objective, finding the message that will help achieve that objective and communicating that message to the client's target market. Key traditional PR elements include:

- Press Releases/News Releases
- Media Pitching
- Media Training
- Media List Development
- Media Kits
- Press Placements
- Key Messaging

Content Creation

Let's get the verbiage right. In addition to writing traditional PR content such as news releases, biographies, one sheets and pitch letters, Love Publicity recognizes that we live in a digital world. We also assist with website copy, guest blog posts and articles as well as photo, audio and video to provide a multimedia platform for our clients.

Strategic Partnership

Love Publicity takes pride in fashioning our clients as trendsetters and tastemakers who rise above the competition due to our meticulous attention to the marketplace. Love Publicity works diligently to find nontraditional avenues to create a newsworthy buzz and partnerships to connect our clients' brands with other brands.

Social Media Branding

Love Publicity recognizes that social media is an important way to connect with the customer. We conceptualize and execute engaging, creative social media strategies targeted to our clients' intended markets.

Media Buying & Planning

Although we swear by our winning PR campaigns, we know that buying the right media can help boost PR efforts. Love Publicity works diligently to find the best opportunity for each of our clients and gets them the best price possible.

Event Management

Love Publicity creates experiences. We pride ourselves on being able to plan small- and large-scale of varying budgets events from the beginning stages to the final execution.

OUR TEAM

Love Publicity uses top-tier talent to produce top-quality results for clients. In this entrepreneurial environment, team members are encouraged to pursue individual endeavors. This unique structure allows Love publicity team members to come together to collaborate and use their individual creative skills to produce great work for our clients.

Our Placements



EXAMPLES OF LOVE

BREATHE BEAUTY BAR



1.
"BREATHE BEAUTY BAR
COMING TO DETROIT"

Fox 2 Detroit



2.
"BREATHE BEAUTY BAR
TO OPEN SATURDAY IN
DOWNTOWN DETROIT"

Crain's Detroit Business



3.
"TECH TOWN RETAIL BOOT
CAMP GRADUATE OPENS
SHOP IN DOWNTOWN
DETROIT"

Michigan Chronicle



4.
"HOMEGROWN: THE
BREATHE BEAUTY BAR"

Live in the D



5.
"BREATHE BEAUTY BAR
OPENS IN DOWNTOWN
DETROIT"

Michipreneur



6.
"NATURAL BEAUTY SPA
AND JUICE BAR TO OPEN
IN DOWNTOWN DETROIT"

DBusiness

BRAND LIKE SWANK

1.



"EBONY SWANK CREATES 'BUSINESS BEST FRIEND' TO PUT SMALL BUSINESSES IN THE BLACK"

Black Enterprise

2.



"BRAND YOUR BUSINESS LIKE A PRO"

Fox 2 Detroit

3.



"BOUTIQUE OWNER EBONY SWANK TEACHES HOW TO BRAND LIKE SWANK"

RollingOut.com

4.



"THE HUSTLE IS SOLD SEPARATELY: THE ART OF WINNING W/ EBONY SWANK"

Dreams in Drive

THE GRIOT MUSIC LOUNGE

1.



"THE GRIOT, A VINYL-CENTRIC BAR IN MIDTOWN, OFFICIALLY OPENS TODAY"

MetroTimes

2.



"DETROIT ENTERTAINER OPENS VINYL MUSIC LOUNGE IN MIDTOWN"

Michigan Chronicle

3.



"THE GRIOT OPENS IN MIDTOWN"

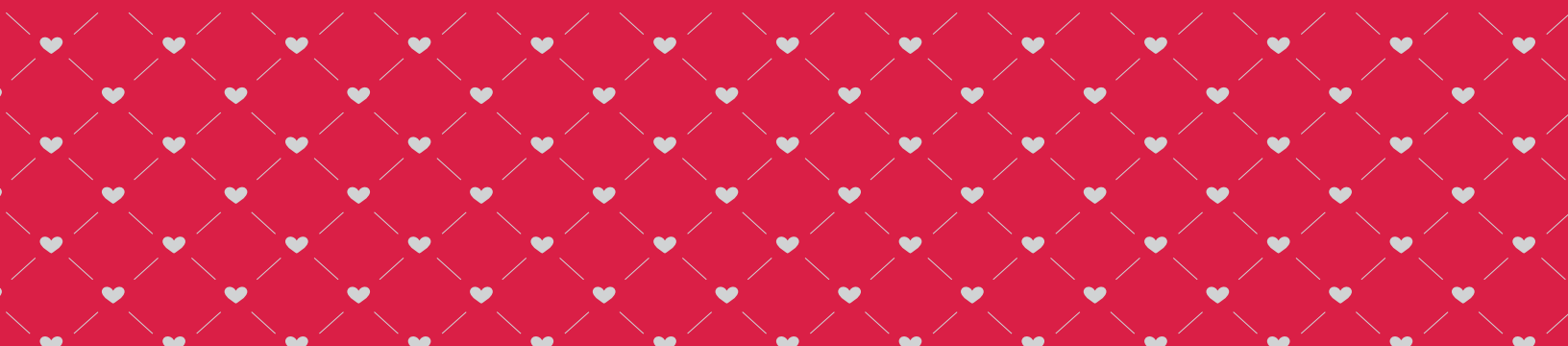
After 5 Detroit

4.



"MUSIC-LISTENING COCKTAIL LOUNGE OPENS IN DETROIT"

Crain's Detroit Business



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