

MEET

Trust Relations

YOUR STRATEGIC COMMUNICATIONS AND PR PARTNER
FOR THE SUPPLY CHAIN INDUSTRY TODAY
(AND TOMORROW)

About the Agency: Get to Know Us

Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our Founder and CEO, April White, believes the traditional PR agency model is broken, so we're on a mission to replace it with something better. We're redefining public relations with "trust relations," because trust is the key to achieving a respected reputation and building lasting customer relationships.

It's the brands on the cutting edge of logistics technology that keep the supply chain moving, by bridging critical gaps in the journey from shipment to final destination. At Trust Relations, we help supply chain leaders to bridge another gap between their story and the key stakeholders and potential customers who haven't heard it yet.



Our Logistics Industry Expertise

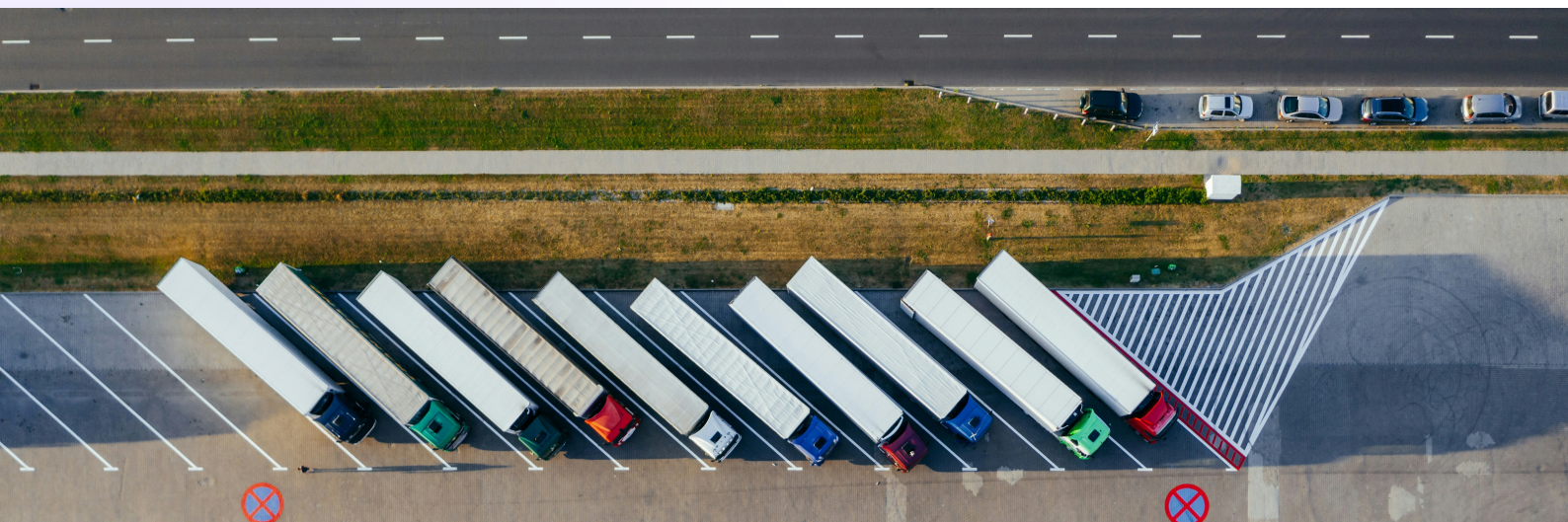
We have the right supply chain expertise to get the job done — and do it right.

From leaders in **first-mile** and **drayage**, to **last-mile delivery** innovators, and everything in between, we've worked with clients across the breadth of the logistics industry to put their brands on the map and build lasting **customer relationships**.

Trust Relations has implemented strategies for **trucking** and **FreightTech** leaders like NEXT Trucking, whose cutting-edge platform connects shippers with freight capacity across drayage, **transload**, and **OTR**, and Fox Logistics, a 30-year provider for fast, sustainability-forward freight solutions.

Our analytics and supply chain visibility experience includes bringing to market **B2B technology** innovators, like Optilogic's optimization, simulation and **risk assessment** platform and Xeneta's leading ocean freight rate **benchmarking** and **market analytics** platform.

We have experience in **blockchain**, too. We've helped brands like LaneAxis, the first brokerless direct freight network, reach their target markets with the power of the press.



Our Work Speaks for Itself

Brands We've Represented:

NEXT

XENETA

project44

Optilogic

X LANEAXIS®

FOX
LOGISTICS

METROSPEDDY

Our Work Speaks for Itself

We've landed coverage for supply chain and logistics technology clients in the mainstream media...

Forbes



THE WALL STREET JOURNAL.

WSJ

TC TechCrunch

**BUSINESS
INSIDER**

The New York Times

Entrepreneur



FORTUNE

...and niche, respected trades...

SUPPLYCHAIN
MANAGEMENT REVIEW

JOC
THE JOURNAL
OF COMMERCE



SDC SUPPLY & DEMAND CHAIN
EXECUTIVE

Our Work Speaks for Itself

...and more!



PR for the Long Haul:

How We Operate

At Trust Relations, we **empower** every client to achieve alignment between their storytelling (the way they present themselves to the world) and their story-doing (their real-world actions). Our **unique approach** to PR reinvents strategic communications for tomorrow's business landscape by discovering and championing every brand's authentic truth.

For growing startups and established supply chain brands alike, we have:

- ◇ the nimbleness and service offerings to scale alongside you
- ◇ a transparent, efficient business model to show you where every dollar of your budget is spent
- ◇ a deep network of experts who have established relationships the supply chain press



Key Differentiators: Rethink Your PR Experience

Our Model is Nothing Like Your Last PR Partner's

We push and empower brands to walk the walk.

Authenticity is non-negotiable for us. We aim to safeguard our clients against claims of inauthenticity, because “trust relations” is about earning your audiences' and stakeholders' trust based on who you are — not who you pretend to be.

Our revolutionary Trust Relations Points System unlocks maximum value for your budget.

We gamify your retainer with our unique points system, for maximum transparency. This adaptable and scalable pricing model calculates costs by assigning each tactic — bylined articles, media outreach, award submissions, etc. — its own point value. The result is the ability for clients to co-pilot their efforts alongside us and maximum value payoff.

We were fully virtual before it was cool.

We have team members in more than 30 cities across the U.S. — so we are where you are. Unfettered by geography, we source the best talent in PR and marketing, from any location and across every industry vertical.



Key Differentiators: Rethink Your PR Experience

Our staffing philosophy is Intuitive Team Design.

Unlike traditional agencies, which prioritize capacity over expertise, we curate teams based on our commitment to considerate culture and client fit. We match the needs of every brand with a custom-built team of experts, based on their passions and specific industry expertise.

We go beyond the scope of yesterday's PR.

With our integrated model, we offer a full suite of marketing and communications services. We connect every brand with the right experts to meet their needs and we provide robust metrics to show you where those measurable returns are coming from.



Meet April White

Our CEO & Founder



After working at some of the best PR agencies in the world, Trust Relations' CEO & Founder April White was fed up with the old way of doing things in PR, so she founded the agency that she wished existed.

A seasoned communications specialist, official TEDx speaker and writer with both B2B and B2C experience, April is as creative as she is strategic. With nearly 20 years of experience representing Fortune 100 companies and their executives at leading public relations agencies including Weber Shandwick, Edelman, Spong and Rubenstein Public Relations, she is skilled at developing targeted communications programs that convey strategic messaging, compelling narratives, intangible brand attributes and subtle points of differentiation.

April has experience not only with marquee brands including MasterCard Worldwide, MetLife International, Sotheby's International Realty, Hyatt, Rosetta Stone, Petco, American Standard, The Dannon Company, YellowTail Wines, Sealed Air, and eMusic, but also with startups including Beekeeper, Softomotive (acquired by Microsoft), NEXT Trucking, Richr, Wilbur, Picnic Tax, and Suzy. The former award-winning journalist started her own company in 2013 and coined the term "Trust Relations" in 2019, which led to the creation of the strategic communications agency Trust Relations.

April received her B.A. in Journalism and Mass Communications from Iowa State University and continued studying integrated communications at Columbia University's master's program in Strategic Communications in New York City.

April is an official member and contributor of the Forbes Agency Council, Entrepreneur and Newsweek. She is also a co-host of two-time award-winning PR Wine Down podcast, as well as national mentor for SEED SPOT and OneValley Startup.



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