

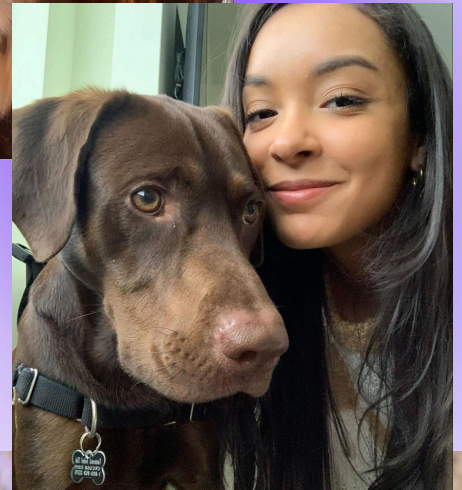
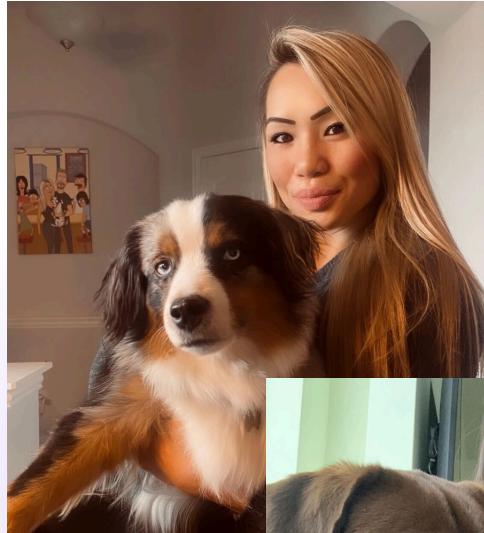
MEET

Trust Relations

YOUR PET-OBSESSED STRATEGIC
COMMUNICATIONS AND PR PARTNER

WE'RE A TEAM OF PROUD PET PARENTS!

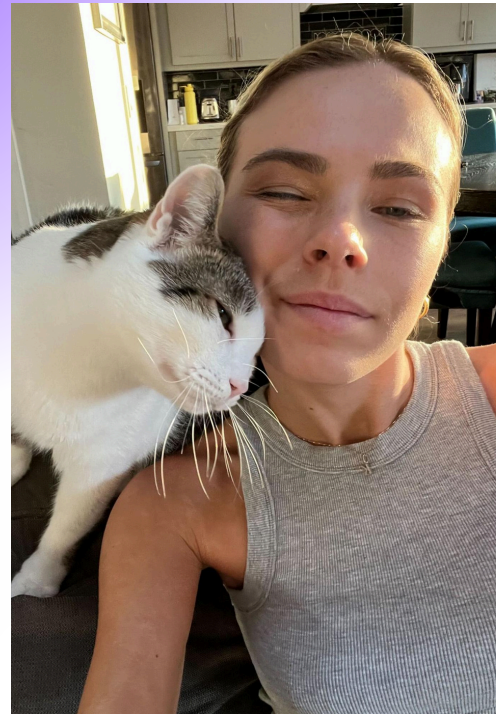
Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our Founder and CEO, April White, is an animal fanatic with 4 dogs, 3 cats, 2 goats and 1 guinea pig. We're always on the lookout to partner up with pet brands whose product offerings improve the lives of beloved pets, as they are true members of each of our families.



Our Pet Industry Expertise

We have the tactics (not to mention a slightly unhealthy obsession with our own pets) to promote your brand among key audiences and get customers lining up to experience your pet products and services. Our strategies seek to delight four-legged friends, leaving them begging for more, and making them as loyal to your brand, as they are their pet parents and families.

Trust Relations has worked with a variety of companies in the pet industry, including Petco, Alpha Paw, Pet Canva, Restorapet, PupLid and Petplan. So we're not woofing around when we say we have the experience and the expertise to help you grow your business and get your products to the animals and animal lovers who matter most.



How We Operate



What do dog moms and cat dads care about — and how do you reach those audiences in the highly-competitive pet industry?

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 both growing startups and established pet brands, we have the nimbleness and service offerings to scale alongside you.

Our Work Speaks for Itself

We've landed coverage for pet clients in mainstream media and pet trades.

Top-tier consumer news and lifestyle outlets:

HUFFPOST The New York Times

npr Forbes **USA TODAY**

FASTCOMPANY **yahoo!** **GOOD MORNING AMERICA**

Inc. BUSINESS INSIDER **BuzzFeed**

Pet trade publications:

Pet Business **Veterinary Practice News**

Pet Age  The Dog Daily **Today's Veterinary Business**

Daily Paws the place for pets and their people **Pet Product News**

Future-Proof Affiliate PR



We'll keep it real: Affiliate PR is a must-have for lifestyle and fashion brands today.

The future of PR is changing, and Trust Relations can make it easy to keep up.

Our affiliate PR and marketing experts will take the stress out of the process, leaving you free to fill the uptick in orders that can result from a top-tier affiliate PR placement.

Our lifestyle PR experts are skilled at leveraging affiliate opportunities to make the most out of holidays, awareness months, gift guides, and more — helping your brand name rank in roundups of the leading brands in your industry.

We'll create an affiliate marketing program designed to secure media and partnership opportunities for your business. Already have one set up? We'll take it from there.

Our team can handle the ongoing management and maintenance of your affiliate program to ensure it's profitable, with high conversion rates.



Stress-Free Influencer Relations

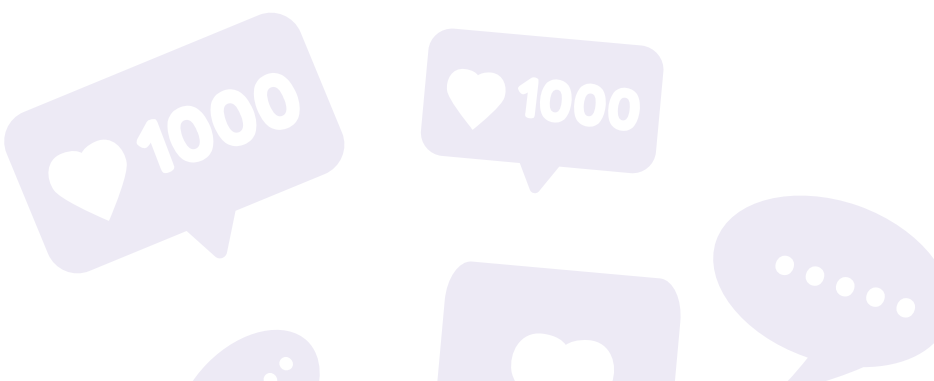
If you want your brand to be a household name, aligning it with celebrities and/or influencers is a strong way to start.

Our specialists will guide you in developing unique influencer campaign offerings like:

- premium gifting
- VIP offers
- joint publicity initiatives
- reviews
- behind-the-scenes insights
- *and more*

We take the stress out of influencer partnership logistics by managing the entire influencer engagement lifecycle—from research, outreach and negotiations to product requests, content coordination, monitoring for social media posts, and generating coverage reports.

And, before we begin an influencer engagement for your brand, we conduct a thorough assessment to ensure it's a perfect match.



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 The PR Wine Down podcast and TR: The Podcast, as well as national mentor for SEED SPOT and OneValley Startup.



facebook.com/trustrelations



instagram.com/trustrelations/



linkedin.com/company/trustrelations

www.trustrelations.agency