

**+** RESULTS DRIVEN

Media + Marketing Agency  
**MSSmedia** 

**Creating a Sincere Difference**



## PUBLIC RELATIONS EXPERTISE

**O**ur mission is to create share-worthy content that engages audiences, inspires action and drives results. We accomplish this by securing Earned Media coverage in top-level media outlets within the General and Hispanic markets; increasing your Share of Voice and Relevance; and executing meaningful and ownable moments through powerful activations and partnerships.

### INDUSTRY SECTORS SERVED

- + ADVOCACY & NON-PROFIT ORGANIZATIONS
- + FASHION & BEAUTY
- + HOSPITALITY & TRAVEL
- + FOOD, WINE & SPIRITS

### MARKETS SERVED

General  
Hispanic  
Black  
International

### PUBLIC RELATIONS CLIENT LIST

Bluemercury  
Bobbi Brown Cosmetics  
Brickell City Centre  
Cecconi's  
de GRISOGONO  
Forte Dei Marmi  
Fresh Stone Crabs  
Lafayette 148 New York  
La Mer  
Little Dreams Foundation  
Make-A-Wish  
Southern Florida  
Nautilus by Arlo  
Patricia Field  
Ron Barceló  
Seaspice  
Skin Laundry  
Sports Illustrated Swimsuit  
VanDutch  
WALL Miami Beach  
YachtLife

### EARNED MEDIA OUTLETS

Broadcast  
TV  
Radio

Print  
Newspapers  
Magazines

Online  
Media Sites  
Blogs

Shared  
Influencer  
Engagement  
Social



## PUBLIC RELATIONS EXPERTISE

### Earned Media + Influencer Relations

#### ADVOCACY & NON-PROFIT ORGANIZATIONS

**RAISED OVER 11.5 MILLION:**

The InterContinental Miami Make-A-Wish Ball raised more than 11.5 million impressions over the 5 years representing the annual Gala

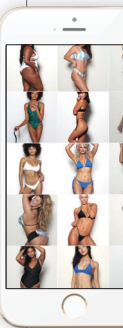
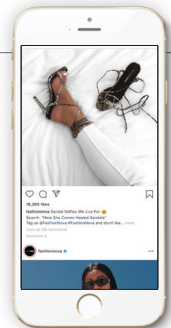
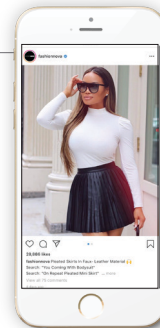
**SECURED BROADCAST COVERAGE:** TV interviews with CBS4 Miami and additional regional stations



#### FASHION & BEAUTY

**EARNED TOP GOOGLED BRAND OF 2018:**  
Spearheaded campaign to make Fashion Nova an Internet success

**GENERATED 7 BILLION IMPRESSIONS:**  
Increased visibility for Sports Illustrated Swimsuit Miami Swim Week Show in 2018



#### HOSPITALITY & TRAVEL

**EARNED MEDIA:**  
Features in Conde Nast Traveler, Forbes, People, US Weekly



**SOCIAL MEDIA SUCCESS:**  
Won the Most Instagrammed event installation during Miami Art Basel for Nautilus by Arlo

**GAINED BRAND POSITIONING:**  
Positioned WALL, as the choice venue for Miami's most coveted events

#### FOOD, WINE & SPIRITS



**CREATED U.S. BRAND PRESENCE:**  
Established Ron Barceló as the most awarded Dominican rum

**ACHIEVED BRAND NOTORIETY:**  
Built Seaspace's reputation as the leading waterfront destination in Miami through editorial and influencer partnerships

## PUBLIC RELATIONS EXPERTISE

### Impressive Media Network

# 100,000

media contacts of TV,  
magazine, radio, influencer,  
radio and blog partners  
with a network of millions in  
total reach

**Our team  
is bicoastal to  
serve you  
national  
media  
connections  
and support**

Successfully secured  
**1,500+**  
media features and  
spotlights this year and  
counting

**MSSmedia** **The Washington Post****FAST COMPANY****BUSINESS  
INSIDER****USA TODAY****Forbes****TODAY****The New York Times****TELEMUNDO****AD**  
ARCHITECTURAL DIGEST**NEWBEAUTY****TRAVEL+  
LEISURE****COSMOPOLITAN****Robb Report****ellen**  
the ellen degeneres show**VOGUE****BET★****Condé Nast  
Traveler****THE WALL STREET JOURNAL****People****CBS****Los Angeles Times****VICE****POPSUGAR.****BuzzFeed****Us****Daily Mail****Newsweek****VANITY FAIR****TIME****THE HUFFPOST****THE  
NEW YORKER****CNN**