



ALICE

PUBLIC RELATIONS

ALICE, a multidisciplinary team,
with a large network
of influencers, well connected
to the new social media reality.

CONTACT US!

514-245-9789
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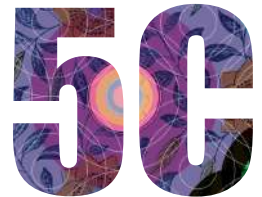
WHERE TO FIND US ?

4200 Drolet Street,
Montréal (Québec)
CANADA H2W 2L6



WHY ALICE PUBLIC RELATIONS?

1. CURIOUS
2. COURAGEOUS
3. CREATIVE
4. COLLABORATIVE
5. CONNECTED



Inspired by the character of Alice in Wonderland, Alice Public Relations was born out of a desire to cultivate curiosity and the art of doing things differently. Not just to be more efficient, but to do better.

Agile, creative and versatile, ALICE is a boutique agency connected to a large network of influencers, driving today's new social and media reality.

It focuses on a non-traditional, TraDigital public relations approach* driven by evidence-based research to understand the issues and opportunities of our clients.

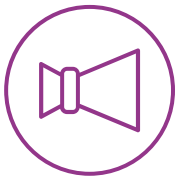
It is on this basis that ALICE develops strategies that translate into meaningful content and relevant campaigns that generate measurable results.

ALICE's values are curiosity, innovation, courage, creativity, respect for oneself and others, protection of the environment and the integrity of individuals.

*TraDigital : word invented to describe traditional and digital media relations.

OUR SERVICES

ALICE CAN COME UP WITH BIG BRAND IDEAS AND CREATIVE CONTENT IN ADDITION TO OVERSEEING PUBLIC LEADERSHIP PROGRAMS THAT HAVE IMPACT!



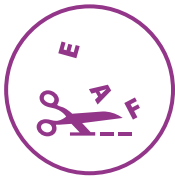
PR MARKETING CAMPAIGN

ALICE orchestrates integrated campaigns to amplify your message and share it with the rest of the world. Analysis, strategic planning and support to marketing teams, product and services launches, event management.



TRADIGITAL MEDIA RELATIONS

ALICE masters the art of media relations. Media relations are central to all our public relations programs because they are essential to building trust between your organization, journalists and influencers. Trust is critical to establishing a solid reputation.



CREATIVE CONTENT DEVELOPMENT

Whatever the means to reach your target audiences, either: print, television, radio, web or social networks, ALICE will develop relevant multimedia content that will convince, educate, motivate or inspire.



SPECIAL EVENTS

ALICE will plan and manage your events to generate media coverage and create word-of-mouth. Whether it's a product launch, a press conference, a media stunt, our attention to detail ensures that your event, big or small, is a resounding success.



NATIVE ADVERTISING AND AD BUYING

To amplify the successes of your campaigns, we combine TraDigital media relations with cost-effective online advertising campaigns that will be the most impactful for your organization. Whether it is through sponsored links or blogs, ALICE will develop tailored content that will be distributed at the right time and in the right formats to enrich the experience of your target audience.

OUR CLIENTS

WE ACT AS A LEADING PARTNER ADDING VALUE TO OUR CLIENT'S BUSINESS.



BOIS URBAIN : A PASSION FOR BUSINESS AND SOCIAL ECONOMY

ALICE implemented a creative event, featuring Bois Urbain's new front façade (renovation) and mark the launch of new on-line boutique. The project was conducted in collaboration with Bois Urbain's marketing committee created for this occasion. Our mandate included developing a creative event concept, coordinating event logistics, drafting communication tools and leading protocole activities with local politicians.

A media relations campaign was also conducted to promote the high quality wood products manufactured by motivated employee-participants.



QUEBEC MEDIA TOUR PROMOTES HAPPY AND SUSTAINABLE SOBRIETY

ALICE joined the Soberlab movement, initiated by young Quebec actress Eliane Gagnon, to raise awareness around the happy sobriety message.

A media relations campaign was conducted in key Quebec cities inviting people to be game by *Partying without having a drink!*

ALICE also developed various partnerships including one with ULULE - responsible for fundraising activities which contributed to increasing Soberlab's visibility.



PARTNERSHIPS TO PROMOTE MONTREAL HISTORY MUSEUMS : 100 % HISTORY

ALICE developed a traditional and digital public relations campaign aimed at history enthusiasts, as part of the 375 anniversary of Montreal.

To increase its outreach, ALICE developed strategic partnerships with key Montreal players, such as car2go, L'itinéraire magazine, the Association des petits hôtels de Montréal and Journal Métro.

In addition, ALICE orchestrated promotional activities throughout 2017, including the publication of a 100% History contest and monthly articles in Journal Métro. More than 35 million impressions, including major articles in key Quebec dailies and social media were generated.



OUR CLIENTS

WE VALUE THE KNOW-HOW TO CREATE INNOVATIVE, EFFECTIVE AND SUSTAINABLE SOLUTIONS.



INTERJET : MEXICAN AIRLINE HEADQUARTERED IN MEXICO

In the summer of 2017, ALICE conducted the media announcement of Interjet's first flights between Mexico and Canada, with nonstop service between International Airport Pierre Elliott Trudeau of Montreal and the international airport Benito Juárez in Mexico City as well as in Cancún.

Similar media announcements took place in Toronto and Vancouver reaching out Business, Travel and Tourism journalists.

Key dailies as well as the Travel industry medias across Canada covered these events.



CAMELOT D'UN JOUR MONTREAL CELEBRITIES IN SUPPORT OF STREET PAPER

ALICE took up the challenge of increasing the visibility of L'itinéraire's flagship event, Camelot d'un Jour, in key media markets where the street newspaper is distributed.

ALICE's team developed and executed a traditional and digital media relations campaign. Four media waves were executed with mass media, including television and radio hosts (morning and drive home shows), cultural columnists, weather and traffic reporters. Coverage resulting over 10 million impressions, with major articles across the province of Quebec.



THE SOLARSTRATOS MISSION GENERATED MORE THAN 3,5 MILLION MEDIA IMPRESSIONS

The visit of the Solarstratos Mission created a buzz in Montreal which generated live interviews, news reports in the daily La Presse +, the TVA Salut-Bonjour morning show, Le 15-18 radio show at ICI Radio-Canada.

Key Montreal dailies published full page reports, in Journal de Montréal, Le Devoir, The Huffington Post and Journal Metro newspapers.

Les débrouillards, science magazine for young people and Quebec Science Magazine also published in-depth articles



WHY WORK WITH ALICE?

ALICE'S STRENGTH IS ITS 5C APPROACH



CURIOUS

We want to know everything about our clients, so we take the time to learn, analyze and immerse ourselves in your business. ALICE develops communication strategies based on your business objectives. With you, we define desired outcomes, roles and responsibilities, budgets and timelines, and provide clear goals that are measurable and achievable.



COURAGEOUS

Clichéd language, prefabricated messages and complacency are not an option in today's world where transparency and authenticity are at a premium if organizations wish to establish positive relationships with their audiences. ALICE encourages its clients to do this in all of its communications, accompanying them in the implementation of responsible and inclusive conversations, even if this may be difficult at times.



CREATIVE

Instilling new ideas into all aspects of a public relations strategy is one of the strengths of the agency. ALICE creates stories that resonate, produces the right visuals in the right formats and gives them life through newsworthy stories and credible spokespersons.



COLLABORATIVE

Working with clients, their partners and stakeholders is the best way to implement high-impact communication strategies. ALICE capitalizes on the energy created by working together and leverages all the talents available to achieve agreed-upon goals.



CONNECTED

ALICE has an extensive network of specialists and creatives such as digital designers, event planners, producers and directors. Diverse resources in all major media centres across Canada, including authors, health professionals, dieticians, lifestyle experts are also part of this network.

THE WOMAN BEHIND ALICE

EXPERIENCE, KNOW-HOW, SENIOR COUNCIL



LISE HUNEAULT, MANAGING DIRECTOR

Lise Huneault is passionate about communications. With 30 years of public relation-marketing experience, she is recognized as being a creative, strategic and a results-oriented professional.

Over the years, she has worked with leading cultural organizations (Cirque du Soleil, Tour de l'Île de Montréal, Juste pour rire Festival, Mosaicultures Internationales de Montréal) in international public relations firms such as Fleishman Hillard [Omnicom Group], National, Manning Selvage & Lee [Publicis Group], Massy Forget Langlois, Kaiser Lachance Communications and Novartis Canada.

In agency, her achievements are numerous. She has distinguished herself with national PR-Marketing campaigns for major clients such as Procter & Gamble, Danone, Lacoste and Pfizer Canada, to name but a few. She has also developed expertise in event management, traditional and digital media relations, strategic alliances, brand image management and corporate communications.

Lise promotes a collaborative and multidisciplinary team approach. This brings innovative solutions and greater agility to the table. Over the past few years, Lise has received numerous awards, among others, the Société québécoise des professionnels en relations publiques Strategic Excellence Award, the Novartis North American Communicator Award and the Association du Marketing Relationnel's Excellence Marketing Award.

As a citizen of the world and proud Montrealer, it's natural that she cares deeply for communities at home and abroad. She has been involved with numerous NGOs such as (UNICEF Canada, Women in Porto Novo in Benin PAPEF), social economy organizations (L'itinéraire, Bois Urbain, Le combat de la langue de bois) and the YMCA in her neighborhood.



OUR FEES

Alice Public Relations will work by project, or on retainer. We also have a "à la carte" fee menu.

We offer special fee rates for non-profit and cultural organizations.

Please do not hesitate to contact ALICE if you have any further questions.

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