



# MARKETING AND PUBLIC RELATIONS PROPOSAL

MAY 1, 2015

## PRESENTED TO:

Todd Morgan & Eric Wood | Maple Leaf Tavern  
955 Gerrard Street East  
Toronto, ON

## PRESENTED BY:

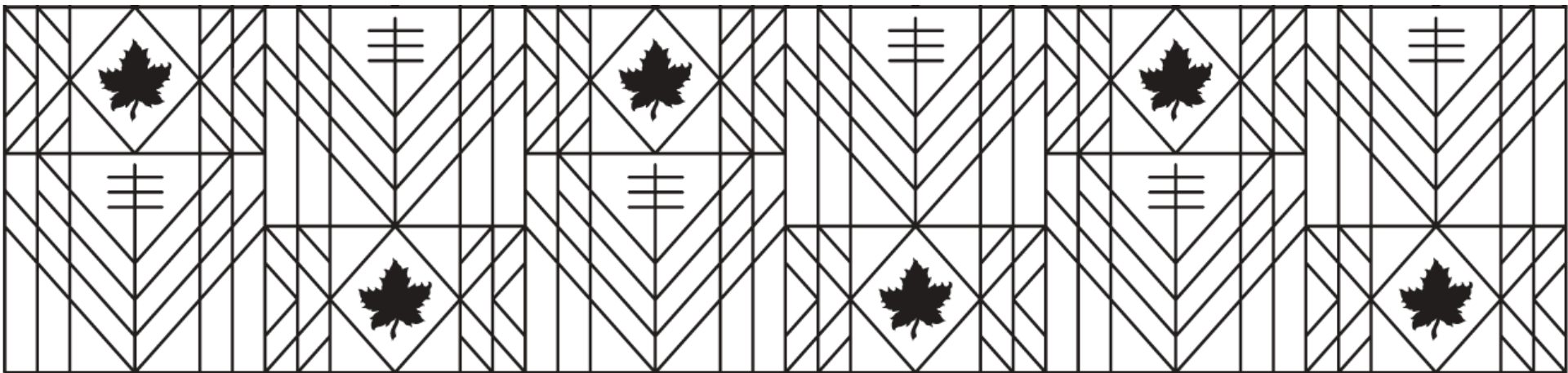
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## ENGAGEMENT LETTER

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Dear Eric and Todd,

When we think of The Maple Leaf Tavern, we know this to be true:

You are going to be more than a restaurant. You are going to become a neighbour, a family restaurant and a friendly hang-out, in a neighbourhood where the number of young families only continues to grow.

When working with you, we will look both inside and outside of your neighbourhood to strategize and provide recommendations for your brand. We will get people interested in you and help you to achieve your passion in bringing the Maple Leaf Tavern back to life. We'll have couples sipping only the best Old Fashioned's, and friends suggesting you when craving a weekend brunch. We'll help convert the excitement of the visual appeal of the Tavern and what we know will become an incredible menu, into dollars that will help your bottom line.

Marketing and public relations is about more than pitching your product. We are here to help strengthen your communications, and launch a brand that can hold it's own in the neighbourhood as a go-to, quiet refuge and a Toronto (heck, a Canadian!) gem. We approach branding and communications as if we're you're very own in-house team. We work closely with you to discover who you are, and what you want and need (and importantly understanding the difference). Then, we develop solutions that help grow your brand and get tangible results. All the while, practically making the Maple Leaf Tavern a second home so as to really live and breathe your brand.

Who are we? We are Jacklyn Denise Communications and Culinary Creative Branding + Communications, and our partnership is built to achieve all of the above. We can't do it alone though, which is why in the 'About Us', we'll also re-introduce you to a tried, tested and true graphic design talent in this city and in the food industry.

Drawing upon our own varied client experience, and the expansive research and brainstorming we have done, with only more to come, we feel confident in suggesting we are the team for this project and hope for the opportunity to work together, to make the Maple Leaf Tavern a gathering place for friends and family alike – a destination in our beautiful city. We look forward to hearing from you soon.

Warm Regards,

Joel & Jacklyn

## ABOUT US

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### CULINARY CREATIVE BRANDING + COMMUNICATIONS

With over 15 years of experience in marketing and communications in the hospitality industry, our specialty is brand exposure and refining brand consistency. Cultivating communications processes and getting your brand message to your intended audience using unique methods and means is the key to success. People need to see the value of associating with your brand and spending time with you, and we work with you to strategize the best way to accomplish this goal.

#### ABOUT JOEL SOLISH

Joel is an expert in branding, marketing, communications strategy, and event management. He is regularly contracted out as a hired gun, working hands on in the trenches with farmers, chefs and producers. Joel also runs a series of food events called Death Row Meals; now in its fourth year, which presents customized experiential food and beverage events.

Joel had worked exclusively with the tourism and hospitality industry for eight years, prior to starting to consult with farmers, restaurants and food and beverage manufacturers. His most transferable role was as the sales and marketing manager for an international airline, with national responsibility, where he truly learned how to use a brands strengths to leverage success.

Attention to detail and access to his expansive network ensure successful project execution, on time, within budget, and always with profitable results.

**MAPLE LEAF TAVERN**

## ABOUT US

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### JACKLYN DENISE COMMUNICATIONS

Jacklyn Denise Communications is a full-service lifestyle PR and marketing boutique, serving clients in fashion, wellness, fitness and food. From building communications strategies, to executing press previews and crafting stories about your brand, Jacklyn Denise Communications helps brands flourish, get noticed by press and influencers, and have happy clients visiting time and again. Clients have been featured in and on the Globe and Mail, National Post, BT Toronto, Style At Home, House and Home, Cityline, The Marilyn Denis Show, LOULOU, Today's Parent, Chatelaine, Canadian Living, Entertainment Tonight, to name a few.

### ABOUT JACKLYN DENISE MCCANN

Jacklyn is a firm believer, that when you make room for the good stuff, great stuff will come in abundance. She is the owner and director of Jacklyn Denise Communications – with over seven years of PR and communications experience. Hailing from the east coast of Canada, Jacklyn has gone from the agency world working on major corporate brands such as Bell, BlackBerry, Audi, Quiznos + NFL, to fulfilling her passion of opening her own boutique business that focuses on lifestyle brands such as BYOGA, Wheat Kids, The Cure Apothecary, Jessica Jensen, Pommies Dry Cider, Olive & Olives, and more.

Jacklyn is also a past board member with International Association of Business Communicators (Toronto Chapter), Fashion Group International (FGI) Toronto. This has resulted in building connections in the lifestyle, arts, and fashion industries around the city. From one-on-one communications coaching with clients, to building out full blown strategies and executing on them, her promise to you is this: she will always keep it real.

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## ABOUT US

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### WELL PRESERVED

WellPreserved Creative crafts visual brands. We want to get all eyes on you, to make sure you look great and that your visual communications are anchored firmly in a concept that imbeds you in the minds of your audience. You need to get the most out of every single opportunity to reinforce your brand. We work together with you to create a visual strategy that seamlessly integrates with all of your branding efforts, creates a feast for the eyes and keeps them coming back for more. Some of our fantastic clients have included: Pristine Gourmet, Bespoke Butchers, Haute Goat, Not Far From the Tree, Food Swap Network, Gusto101, Maple Leaf Tavern, Frida Restaurant and Bar, Gaia's Plate, Meghan Telpner.

Apart from working on our client's brands, we have spent the past 7 years building our own from the ground up. We've used WellPreserved.ca as a way to test new ideas and put our creativity to new uses. Wellpreserved.ca has given us connections and credibility within a vibrant food and hospitality community that constantly provides us with inspiration, insight and opportunities to connect with people who have influence in our food community as well as 'food nerds' all over the world. We've hosted over 24 local events connecting small food businesses with potential fans and customers and 2016 will see the publication of our first printed cookbook with Appetite by Random House.

### DANA HARRISON

Dana's love of great food is only matched by her love for tasty, thoughtful design. She has spent the past two decades working in brand strategy, visual communications and graphic design. It is her belief that great food and great design make life better. She is a partner and founder at WellPreserved Creative, spending the past 7 years working closely with our clients on their visual communications. Dana is a rare blend of artistic and creative talent with strategy and business sense. Her main goal to do great work with interesting people and have fun doing it.

Dana's experience includes time spent in some of Toronto's top branding and advertising agencies working with clients such as: Weston Bakeries, Labatt Breweries, Molson Coors, Moosehead, Tim Hortons, General Mills, Loblaw's, Sobey's, Schnucks Markets Inc., Shaws Grocery Stores, Morrison's UK, Vincor, Canadian Tire, Winners/Homesense, The Beer Academy.

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## ABOUT US

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### 3 THINGS THIS TEAM HAS IN COMMON:

A love for great food.

A love for tasty, thoughtful design.

An undeniable desire for executing smart strategies (that bring people together and make life better – much like great food).





## CAPABILITIES RELEVANT TO YOU

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By combining the services of Culinary Creative Branding + Communications and Jacklyn Denise Communications, and working closely with a designer such as Dana of Well Preserved, whom we already have great synergy with, we will create and execute solutions for the Maple Leaf Tavern that will get eyes on your brand, will make the revival of the tavern, the go-to place for a refuge in the neighbourhood.

- Marketing & Communications Strategy
- Event Planning & Execution
- Media Relations
- Website Strategy
- Social Media Strategy & Execution
- Sponsorship & Brand Partnership Strategy
- Content Creation
- Photo shoot planning, styling and execution
- Graphic Design (via Dana)



## ABOUT HOW WE WORK TOGETHER

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### WE CREATE BRAND SYNERGY

Your brand is greater than the sum of it's parts. Your branding team should be as well. By looking at your brand holistically through Marketing, PR and Visual Communications we will help craft a strategy that ensures Brand Synergy.

By combining the services of Culinary Creative, Jacklyn Denise Communications and WellPreserved Creative we will see your brand from every angle so your customer experience is consistent and thoroughly engaging. We will create and execute solutions that will get eyes on your brand, get people interested and make you top of mind for your customer. Ensuring your success and helping your bottom line.

We are committed to the brands we chose to work with, and we breathe those brands, usually even before establishing a professional relationship. We only work with people and brands we believe in, brands that, are in line with our own personal core goals and values. This is the key to our success, and our belief is your benefit. We approach branding and communications from a personal perspective. That is, your perspective. We work closely with you to discover who you are, and what you want and need (and importantly understanding the difference). Then, we develop solutions that help grow your brand and get tangible results.

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# HOW WE WORK / MEASURING RESULTS

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## HOW DO WE MEASURE RESULTS?

### Social Media Measurement

- Engagement vs. coverage: it is generally agreed that the most important aspect of social media is the quality of the conversation, and not the "coverage." In other words, when you measure the PR ROI on social media, you need to focus on community and conversation, rather than the number of mentions. Are people really talking about your brand, are there influencers who carry the conversation? Is the conversation affecting your brand's social media presence?
- Community growth: as an effect of social conversations related to a specific PR campaign, your brand should experience some kind of growth relating to its own social media presence. It is more important this growth is demonstrated through quality of conversations and engagement over numbers and followers.
- Through programs we use for Instagram, we can track times of day your followers are most active, what types of posts are most engaging, and of course your quantitative growth. As your social media team, these are summaries we can provide on a monthly basis, and information that will always be taken into account when developing content for your brand.

### PR ROI

- Counting media placements (quantity): provide media hits as they are received, as well as a quarterly summary of coverage.
- Assessing the voice (quality): in addition to summarizing the month's coverage, we will include a brief analysis of the context or tone of the message. E.g. was the tone positive, negative, or neutral? Will this coverage have a positive impact on their attitude towards your business? Is the media outlet credible? Do they feature your company exclusively?
- Viral impact: online, media coverage extends to social media networks, with readers sharing the news, and reacting to them. Are there social mentions surrounding press coverage or events? What is the tone? What are people saying?

### PR Reporting

PR is largely a result of ongoing relationship management. Both short and long term coverage impact the overall brand image and business growth.

- What PR and communications initiatives had the strongest response? What did that response look like?
- Has your position in the marketplace changed or improved? If so, how?
- Is there brand loyalty?

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## ABOUT OUR GOALS FOR YOU

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We've got our eyes set on the big picture here.

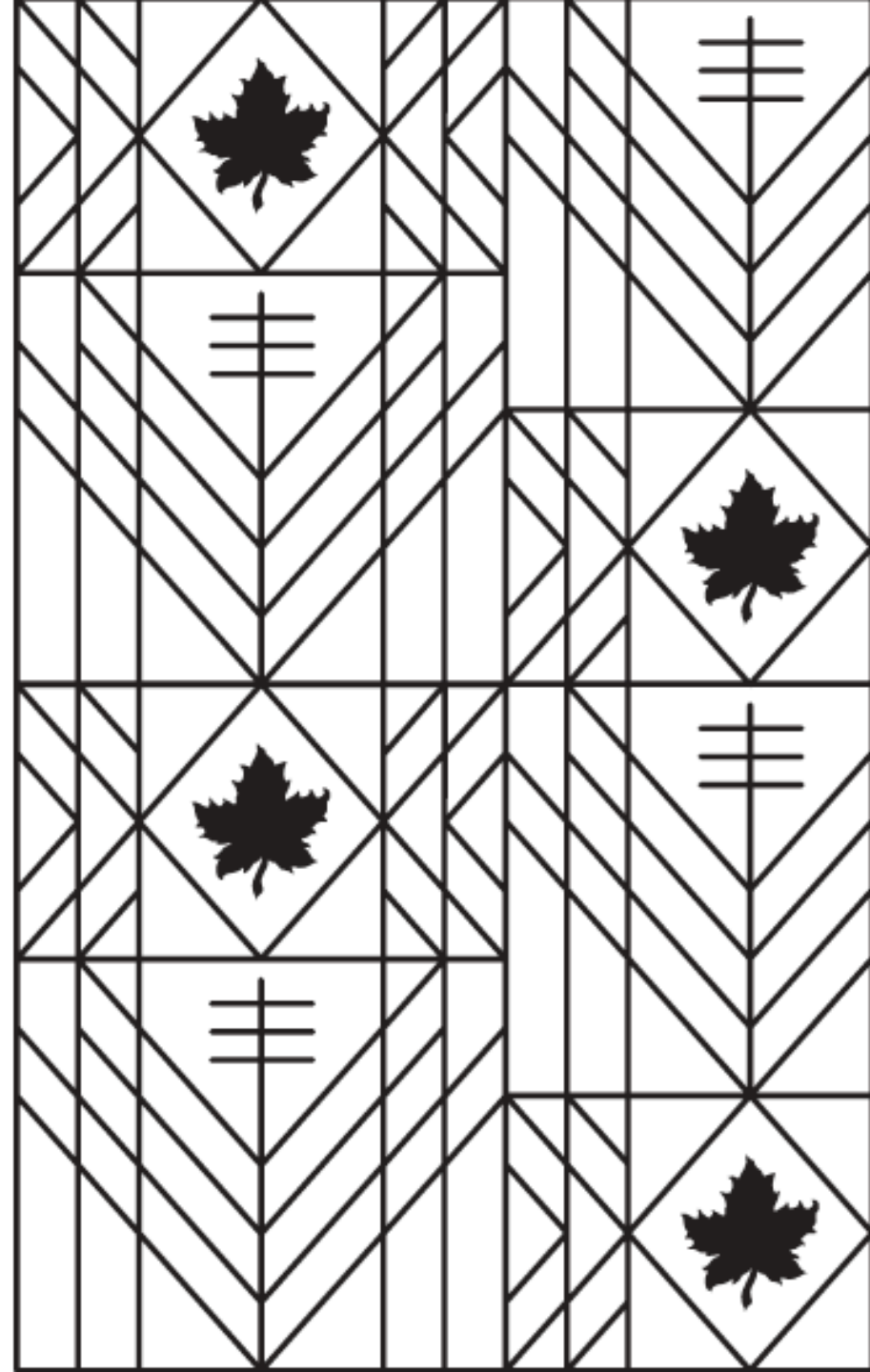
With thoughtful direction, we're confident the recommendations we come up with and executive with you, will achieve these goals and provoke memorable conversations.

So our top three goals for you are:

1. MAKE THEM HUNGRY (MARKETING COMMUNICATIONS)
2. USE THE RIGHT INGREDIENTS TO GET NOTICED (PR)
3. FEAST YOUR EYES (VISUAL COMMUNICATIONS)

### WHAT WILL MEETING THESE 3 GOALS ACHIEVE?

- Fill seats in the restaurant.
- Create a neighbourly refuge or destination within a city.
- Create strategic, useful and lasting brand partnerships that can be leveraged and translated into bottom line sales.
- Gain media coverage.
- Through strong strategy and visuals working closely, side by side, work with the website and social media properties to increase visibility on the internet (SEO).





## SNEAK PEEK INTO WE WILL HELP ACHIEVE THOSE GOALS

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### MAKE THEM HUNGRY MARKETING COMMUNICATIONS

- Themed events & industry nights.
- Promotions for local business (e.g. really get to know the Leslieville area and have them get to know you – make it a second home for these families).

### THE RIGHT INGREDIENTS TO GET NOTICED PUBLIC RELATIONS

- Press events and special tastings in the 8-seating “meat room”.
- Partnerships with local businesses (e.g. business celebratory dinners and holiday party offerings).
- Cocktail pairing for media and influencers with your exclusive bartender.

### FEAST YOUR EYES VISUAL COMMUNICATIONS

- A curated photo shoot lead by Joel, Jacklyn and Dana with a photographer to not only shoot the space, but also food photographer and neighbourly shots (this could be two different photographers depending on their portfolios – food and spatial and two very different styles).
- A well thought out MLT editorial calendar (to include all marketing and PR using the strong photography). When working with our clients, we like to refer to Instagram accounts as mini microsites. You have 9 square images to capture someone's attention.





## BRAND ANALYSIS

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This section will be reviewed in much more detail upon the decision to proceed as a team. In the meantime, here are a few of the strengths and weaknesses we have recognized, that with a strong marketing and communications strategy, will help revive the Maple Leaf Tavern and create a go-to neighbourhood stop for the city of Toronto. A destination not to be missed.

### STRENGTHS

- Unique location – Leslieville, a strong family and neighbourly area of the city.
- Just off the College / Carlton streetcar (easy TTC access – which will need to be communicated well).
- Quality of food.
- Unique spaces that no other restaurant in the city offers (e.g. the “meat room”, exclusive bartenders, etc.).
- Décor / Branding – keeping a beautiful Canadiana feel, while leaving as much memorabilia as possible to tie into the revived brand.
- Child care while parents dine.
- A co-working space in an area where there is need for entrepreneurs to set up shop. Leading to sales in the restaurant, and exposure for the brand.

### WEAKNESSES

- Unique location – as much a weakness as a strength. It will be our job to help the Maple Leaf Tavern revive this part of the neighbourhood and remind people of its strengths.



# BIDDER QUALIFICATIONS / CASE STUDIES

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## PRISTINE GOURMET

CLIENT OF JOEL SOLISH

Pristine Gourmet is an added value farm operation, selling to food service and consumers across Canada and in 10 cities across the United States.

Marketing & Communications: Culinary Creative was hired in 2012 to assist this rapidly growing business with their marketing and communications needs. We have been involved in all areas of planning and execution regarding their marketing, events and communications. Free reign has been given in order to best assist this very busy farmer and business owner.

Social: A full in depth social media plan was created, in order to best use the available resources between stakeholders. Detailed work flow and responsibilities were defined, so useful conversations could be had to engage with our food service and consumer audiences.

Website development and management: Culinary Creative revamped and redesigned the Pristine Gourmet website, alongside one of our media partners. A new look and feel was created with the input of the client, and results were delivered on time and within budget. Continued content management is being provided to the client.

Event Management & Promotion: Pristine Gourmet hosts 2 events throughout the calendar year, in order to connect the community with both the brand and the owner Jason, and the behind-the-scenes happenings at the farm and the processing facility.

Rebranding: A refinement of the brand image is currently being undertaken, with responsibilities falling solely on Culinary Creative to develop and execute an RFP with multiple bidders. Final decision rests with the client, but all other aspects of managing this process and making recommendations are being handled by Culinary Creative.

## OLIVE & OLIVES

CLIENT OF JACKLYN D. MCCANN

Founded in 2003 by two epicureans and curious businesswomen, Claudia M. Pharand and Danièle Beauchamp, Olive & Olives works directly with producers in order to offer authentic and genuine products – from extra virgin olive oils to tapenades and namesake vinegars.

PR & Media Relations: Jacklyn Denise Communications was approached by Olive & Olives after a partner event with a team of naturopathic doctors, whereby the topic was the health benefits and how to cook with extra virgin olive oil. The relationship began with the inclusion of the Olive & Olives brand in an annual Holiday Press Days event in July 2013 to long lead pitch gift guides. Olive & Olives received an incredible response from coverage in Best Health and Chatelaine to on-air interviews on BT Toronto with the owner of the Toronto stores, Mia Sturup.

New Store Launch: In line with the holiday pitching and ongoing interest, Olive & Olives also teamed up with Jacklyn Denise Communications to develop a strategy for the opening of the new Market Street store in the fall of 2013. With major delays from property managers and surrounding businesses, the official launch has been moved to Summer 2014. Responsibilities to include: on-site presence at the event, social media support and seeking out new media coverage for press to sample Olive & Olives exclusive products.

Even with the official launch delay for the full street for the second store, there is an ongoing interest from media year-round in the Olive & Olives brand and the flagship at multiple angles – from lifestyle, cooking, health benefits, and host-gifting.

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# BIDDER QUALIFICATIONS / CASE STUDIES

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## JESSICA JENSEN INC. CLIENT OF JACKLYN D. MCCANN

Jessica Jensen is a Canadian designer and maker of luxurious handbags and small leather goods. Since its debut in 2008, the namesake label has become a new must-have classic in designer accessories and has been featured in major press and has been spotted both on and off the red carpet. With an eye for design beyond fashion and leather goods, Jessica Jensen interiors have also been seen across the pages of National Post Homes.

**PR & Media Relations:** Jacklyn Denise Communications was hired in early 2013 to assist the Canadian designer with seeking out and coordinating media exposure. From hosting seasonal long-lead press previews to maintaining consistent follow ups with local and National press on the seasons' collections, the goals were met through fashion and lifestyle blogger coverage as well as features in and on major outlets such as LOULOU, Canadian Living and ET Canada.

**Social:** Part of the communications direction was to provide recommendations and strategy around specific projects such as the Jessica Jensen by VISA for TIFF 2013. Jessica Jensen, in partnership with a local fashion illustrator, designed tote bags to be received at select LCBOs around the city when a purchase was made with VISA. Tote bags were spotted across multiple platforms throughout TIFF and in the Travel section of the Globe and Mail.

**Event Management & Promotion:** Jessica Jensen hosts events on a by project basis and during the Fall 2013 season, hosted a launch party for the interior project Jessica Jensen a MINTO – a one of a kind penthouse on King West with the juxtaposing theme of men's style meeting women's style called "Take Me Home. Ask Me To Stay." The event received press and the home design itself also received major national press as a feature across the front page of the Homes section of the National Post. Details of coordinating food and beverage sponsors as well as managing press was handled by Jacklyn Denise Communications.

## DE L'AUBIER CLIENT OF JOEL SOLISH

De l'Aubier is a Quebec start up, focusing on the bottling of high end sap water as a by product of maple syrup production.

**Product Launch:** Culinary Creative was approached by ownership of De l'Aubier to execute their brand launch to the Ontario market. A custom media list was created, and invitations and follow ups were executed. Suggestions for a venue we provided, and recommendations given in an event plan. Coordination with the venue on set-up, menu, and all final details regarding planning and execution we handled by us. The client was very happy with the turnout and associated coverage in the media that they received (Globe and Mail, Acquired Taste Mag, Food Network Canada Blog, The McEwan Blog, and more).

**Sales and Marketing Consultation:** The client was not sure how to attack the market in Ontario, specifically the GTA, and we consulted with them on their marketing and sales plans. Connections we made with some food service and retail contacts, and a distribution deal was co-negotiated. An ongoing relationship exists with this client, based on need.

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## BIDDER QUALIFICATIONS / PRAISE

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"Working with Jacklyn Denise Communications has been wonderful! Jacklyn has secured consistent media coverage for our brand and is a committed, enthusiastic and creative force. She is always thinking of us and is extremely proactive in securing future media."

Alison Currie, owner The Cashmere Shop

"Jacklyn is like a breath of fresh air. She's calm, creative and always the consummate professional. We've worked together on public relations for a shared client, event hosting and communications planning and she's been a delight at every turn. I recommend her approach and her work without reservation."

Gloria Roheim McRae  
Author of BYOB | Co-Founder & Chief Strategic Officer at Wedge15

"Strategy. That's what building a brand is all about and without strategy your business is just a logo. Through thoughtful strategic sessions, Jacklyn helped me do just this, build my brand into something that has legs. Always prompt and willing to exceed what is required of her, Jacklyn is a true communication and marketing wiz."

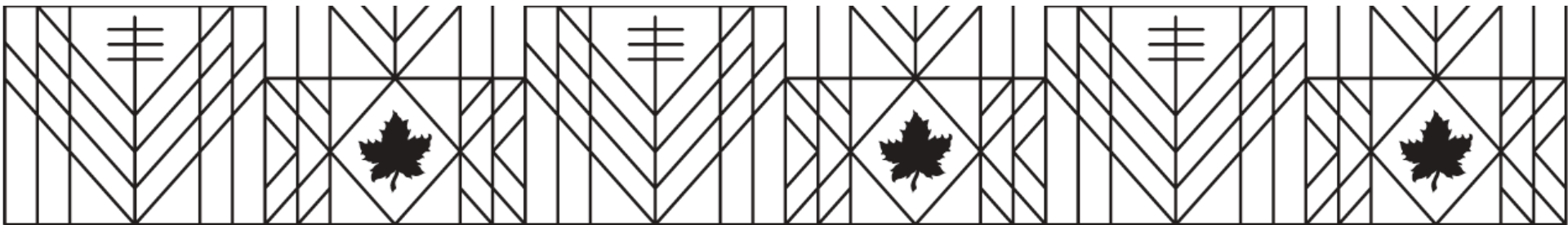
Jennifer Cowan, Founder, Wax & Lash

"Trust and collaboration is the strength of the relationship between Pristine Gourmet and Culinary Creative. Joel is a member of our family here at Pristine, and strengthens our team, brand, and our plan execution on a daily basis. He has our full trust to develop and execute strategy on behalf of our business, and understands our brands and needs inside and out. We highly recommend his talents to any organization or brand that sees a bigger vision and needs help in development and execution."

Jason Persall, owner Persall Fine Foods Inc.

"We met Joel at Brickworks Farmers' Market. He would hang around our table to the point where we had to put him to work - our customers thought he worked for us! It wasn't a meditated decision on either side it's just what had to happen, Joel had a bee in his bonnet and this was the fix. It was a comforting revolution for us that someone could have such a passion for what we did and then go above and beyond to help us out putting it on the map. He has also become an integral part in our decision making process, and an advisor when it comes to marketing, branding and events."

Premiers Award Winning Farmers,  
Tim Noxon and Vicki Emlaw of Vickies Veggies



TORONTO  
LIFE

» TORONTO STAR «

THE  
GLOBE  
AND  
MAIL

CHATELAINE  
EVERYDAY. EXTRAORDINARY.

StyleList  
Canada

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CANADA

styleathome.com

Today's  
Parent

ELEVATE  
AGE AGING • ENTREPRENEUR • WELLNESS

LOU  
LOU

THE  
kit  
BEAUTY &  
FASHION

the marilyn denis show

MAKILYN

5  
CANADA

CANADIAN  
family

CANADIAN  
HOUSE & HOME

Homes  
& cottages

BEST  
HEALTH  
Live Better. Feel Great. 

NATIONAL POST

  
daytime

BT

BREAKFAST  
TELEVISION

FRONT  
ROW  
mag

metro 

VITAMIN DAILY

Canadian  
Living

CP  
24

FAJO  
magazine

where  
MAGAZINE

CityLine

BIZBASH

STYLE ME *Pretty*

dabble  
design • travel • food

## BIDDER QUALIFICATIONS

Clients have been seen in some of the following major press...

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# RECOMMENDED APPROACH / FEE BREAKDOWN

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## STAGE 1

### INTEGRATED MARKETING & COMMUNICATION PLAN

Includes social media strategy, traditional media relations strategy, and marketing tactics upon launch that will coincide with the press pitching and social.

\$3,500 +HST

## STAGE 2

(OPTIONAL WITH US)

### WEBSITE

Varies depending on the requirements of the website. We'll do an initiation consult after the approval of the Communications Plan to determine what functionalities are required before providing the final quote.

Note: This range does not include brand photography. We recommend working side by side with Dana to produce a solid brand shoot that will carry you through marketing, PR, website and some social media strategies for months at a time (and in some cases much longer term).

\$3,000-6,000 +HST

## STAGE 3

### ONGOING RETAINER

Note: Again, this will range depending on the approved Communications Plan. However, an example retainer looks something like this:

Ongoing  
On-site presence at events  
Outsource  
Web  
Social strategy & execution  
Public relations, regular pitching and follow ups  
Monthly retainer: June 1 - November 30, 2015.

\$2,500-4,000 / month +HST

This includes combined services of Jacklyn Denise Communications and Culinary Creative | Branding + Communications) in all of the above areas. Graphic Design and photography will need to be quoted separately based on approval of the Communications Plan.

30 days prior to the end of the first 6-month retainer contract, on November 1, 2015, all parties will evaluate the number of hours required per month for the remainder of 2015 and ongoing. Upon approval of the Proposal, a Scope of Work (SOW) Agreement will be provided to the Maple Leaf Tavern with full payment and contract terms.

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## RECOMMENDED TIMELINE

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May 1: Proposal submission

May 7: Winning bidder announced

May 14: First deadline

End of May: Communications Strategy due

June 1: Execution of a monthly retainer begins

Soft launch.

Full opening July (in time for Pan Am Games).

**MAPLE LEAF TAVERN**



LOOKING FORWARD TO HEARING FROM YOU

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