

MAKE FRIENDS NOT ADS

a social marketing agency with a fresh approach

We create engaging consumer conversations & experiences that are inspirational, memorable and most importantly brand driven. We help bring our clients to their clients with proactive, strategic thinking. BUZZING is about taking action of your brand's audience of Influencers through Social Media, Content Marketing, Influencer Events & Programs, National & Local Campaigns, TwEAT-Ups, Tweetchats, Contests, Promotions, Restaurant Media Launches and Traditional PR all positioned to get you noticed.



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BUZZING is about taking action of your brand's audience of Influencers through Social Media (Twitter, Facebook, Instagram, Pinterest, Vine, Blog, YouTube, LinkedIn) Restaurant Media Launches, Content Marketing, Influencer Events & Programs, National & Local Campaigns, Crowdsourcing, Consumer Sampling, TwEAT-Ups, Tweetchats, Traditional PR, Contests and Promotions all positioned to get you noticed.

We listen, engage and get people talking about your brand on SOCIAL MEDIA and IRL [In-Real-Life]. We call it your Social ID and we help you grow it.

GET TO KNOW US

During the **Delicious Food Show**, we gathered 8 of Toronto's hippest restaurants for direct consumer sampling in **Abbey's Kitchen Stadium**; Home of the Brave, DaiLo, Hudson Kitchen, and Thoroughbred were among the savoury group. Top Chef Canada contender & The Good Son's, **Vittorio Colacitti** and Parts & Labour and The Group of Seven's **Matty Matheson** came out to cook up a storm while representing their restaurants.

In the past two years we have worked with **Samuel Adams** beer across Canada. From the Restaurant Takeover Series that secured new licensees to Brand Advocate Programs, we created shareable, authentic content that kept the brand top of mind for the consumer. Working closely with top chefs like **Nick Liu** (DaiLo) and **Anthony Rose** (Big Crow) enabled the sales team to create new leads. We also developed and maintained lasting community partnerships with organizations such as **Terroir** and **Food Bloggers of Canada**.

Knowing what's hot in the food scene and what's going to be hot is something we embed into client programs. We've partnered **Fresita** sparkling wine with the sweets guru, **Petite & Sweet Bakery**, for a Foodie Influencer DIY Workshop as macarons and sweet tables were on the rise. Our relationships with **Food Trucks** blossomed on the brink of the Food Truck revolution in the GTA. The pioneers of the movement, award-winning El Gastronomo Vagabundo, (Chef **Adam Hynam-Smith** has a cookbook on the way) and Fidel Gastro's and Travel Escape's Rebel Without a Kitchen (Chef **Matt Basile's** Street Food Diaries cookbook is on the shelves!) didn't hesitate to jump on board with us for **Yorkshire Valley Farms' #ChickenRun** summer program.

Over the past few seasons we were asked to bring talent to **Toronto's Festival of Beer** Grilling Tent Experience. Culinary rockstars entertained audiences with cooking demonstrations such as **Rocco Agostino** (Pizza Libretto), **Michael Steh** (The Chase), **Afrim Pristine** (Cheese Boutique), **Chef Rodney Bowers** (Hey Meatball & Pressure Cooker), **Zane Caplansky** (Caplansky's & Host Donut Showdown), Top Chef Contenders' **Rob Rossi** (Bestellen) and **Rory White** (Royal Canadian Yacht Club).

It is our job to align our clients with the best while creating a unique brand experience.

Stemming from client programs, we've built relationships and partnerships with restaurants and chefs such as Mildred's Temple Kitchen (Chef **Donna Dooher**), Gilead (**Jamie Kennedy**), Edulis (Chef **Michael Caballo**), Beast (Chef **Scott Vivian**), Royal Canadian Yacht Club (Top Chef Winner **Jonathon Goodyear**), Bar Isabel, En Route Magazine's 2013 Canada's Best New Restaurant (Chef **Grant Van Gameren**), The Richmond Station (Chef **Carl Heinrich**) and Buca (**Rob Gentile**).

Beyond restaurants, we've worked with **Thai Kitchen Canada** on a national campaign, cookbook publishers such as **Random House Canada** on The Great Lobster Cookbook by Rock Lobster Food Co.'s Chef **Matt Dean Pettit**. We've collaborated with **Zagat Toronto** food editor and **AwesTRUCK** organizer, **Suresh Doss**, while also being a part of **Taste Toronto** and running **Toronto's Festival of Beer's Social Lounge** for the last 4 years.

We are an agency that understands the value of being engaging and looks for opportunities to work with influencers, restaurants and chefs to collaborate and share their experiences with our clients' brands. By using our relationships at present and partnerships of the past, we're able to do this while making new friends in the process.



SOCIAL MARKETING SERVICES

COMMUNITY MANAGEMENT

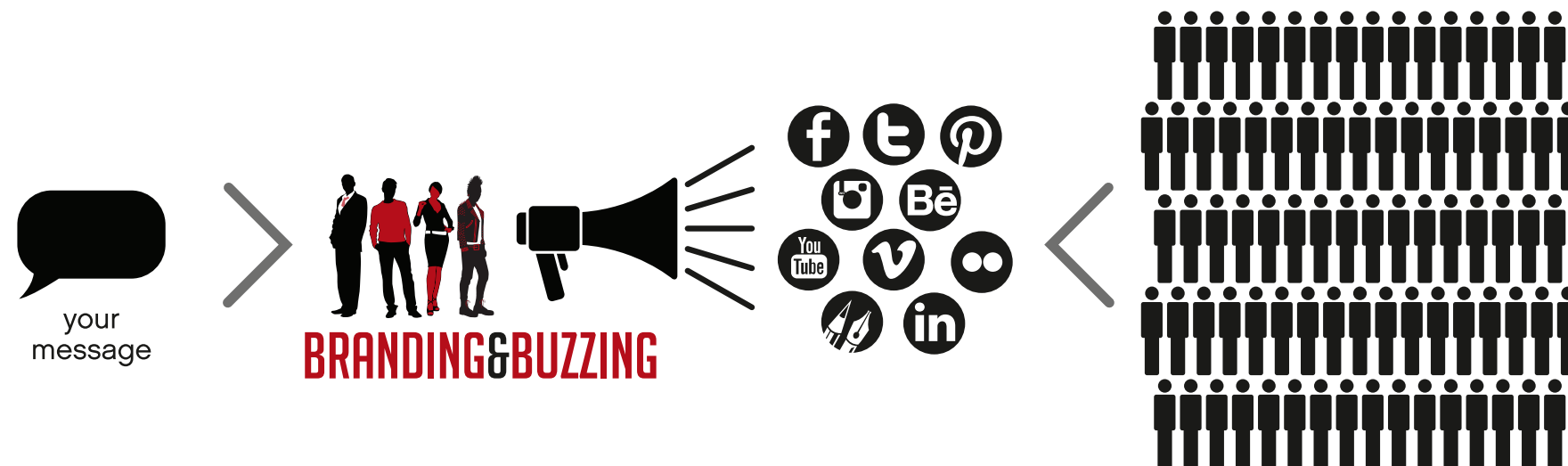
Your SOCIAL MEDIA MANAGER will

- be responsible for being the online brand voice
- create & curate social content
- strategize & manage editorial calendar
- listen, respond & comment
- be social with people the brand has existing relationship with
- collaborate with brand's team members
- analyze & report on social media traffic
- be awesome

Your COMMUNITY MANAGER will

- be responsible for advocating the brand on social networks
- engage with like-minded communities
- manage customer & sales conversations
- boost brand visibility and credibility
- develop opportunities to connect with new Fans & customers
- blog on external sites
- make Friends

Our job is to amplify your social ID one tweet, status update, board pin, photo and video share at-a-time.



**WE TAKE NOTICE OF TRENDS, TOPICS
AND WHAT REAL PEOPLE ARE TALKING ABOUT.**

SOCIAL MARKETING SERVICES IN-THE-MOMENT ACTIVATION

Hit The Ground Buzzing

Events are nothing without an audience. Weeks before our Community Managers get talking. If someone's talking about your show, we're responding. Our events PR campaigns raise awareness pre-event to drive attendance and ticket sales.

In-The-Moment Reporting

When the big day arrives, we've built a highly engaged audience. Our social media reporters attend your event and document every detail in-real-time through check-ins, tweets, posts and photos. Our team runs the press office, handles media and requests.

When It's All Said And Done

Once the event wraps, we produce branded blog posts with photos, shareable stories and shout-outs to everyone involved. We work on maximizing post-event coverage.



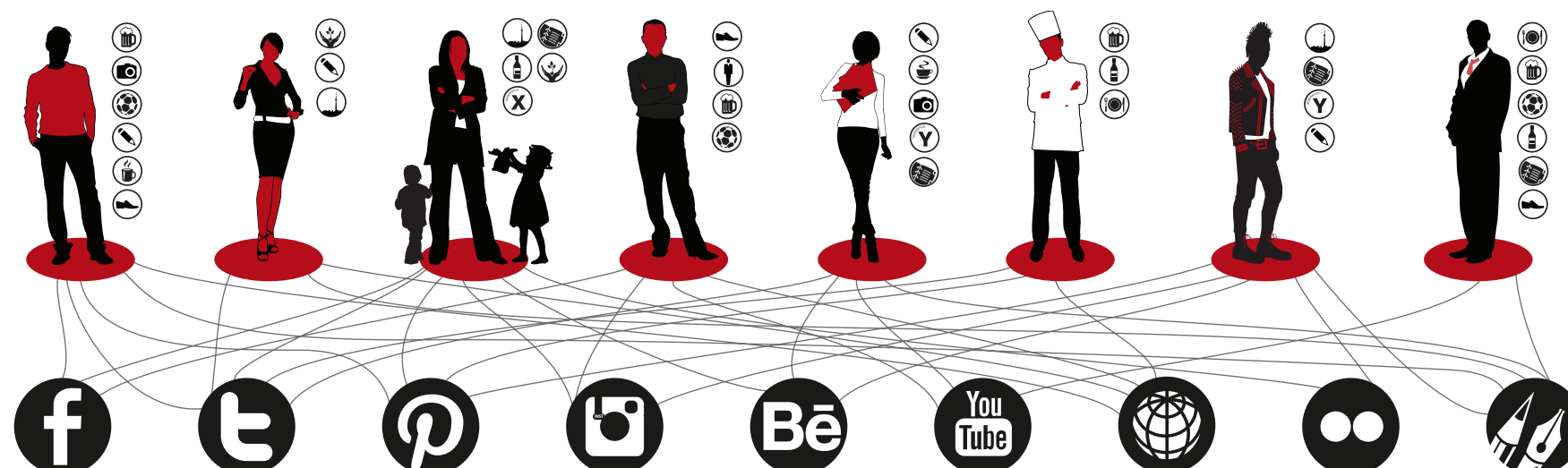
**WE DRAW BIG ATTENTION TO YOUR EVENT – BEFORE, DURING AND AFTERWARD.
IN-THE-MOMENT PROGRAMS WITH UNIQUELY CREATED #HASHTAGS ARE INVITATIONS
FOR ANYONE TO ATTEND ONLINE.**

SOCIAL MARKETING SERVICES

BRAND INFLUENCERS

INFLUENCER or **ADVOCATE MARKETING** is one of the most popular and powerful ways to reach your audience and resonate with them. Word-of-mouth is more powerful than ever, and more brands are turning to Social Media Influencer Programs to reach their audience. One person touches 100s of customers.

We work with a multi-channel network of over 1000 connected **INFLUENCERS, BLOGGERS, CHEFS, NOTABLES** and **ASSOCIATIONS**. They learn the story of your brand or campaign that you want to promote, personalize the experience and engage with their audiences about it on Blogs, Facebook, Twitter, Pinterest, Instagram and YouTube.



**INFLUENCERS GET TO KNOW YOUR BRAND,
AND THEN CREATE CONVERSATIONS AROUND IT (A LOT OF THEM).**



“Working with Branding and Buzzing has been **one of our best decisions**. They have fresh ideas and really unique ways of engaging our audience and for drawing in new clientele. They are a real asset to The McEwan Group!”

Mark McEwan, Chef THE MCEWAN GROUP

“My brand team is simply the best. The devil is in the details and, as they say, hard work pays off. Both of these statements sum up how they run their lives and business, and how they respect their clients. Since day one, I’ve known we would form a **great team destined for success**.”

Matt Dean Petitt, Founder and Chef ROCKLOBSTER FOOD CO



“Our experience working with Branding & Buzzing has **fostered into a unique synergy of ideas and product**. Our philosophies were in sync embracing old world techniques through aging cheese by introducing centuries old brewing with outstanding results to develop a twist on contemporary slow food.”

Afrim Pristine, Co-Owner and Maître Fromager CHEESE BOUTIQUE

“Our company has collaborated with Branding and Buzzing on numerous activations over the past 3 years. We’ve worked together on finding the best and most creative ways to incorporate many aspects of our business, from the truck to themed events at our restaurant. Social media and blogging always plays a pretty important role in their packages which is great for us because **we speak to our audience the exact same way**.”

Matt Basile, Creator and Owner FIDEL GASTRO



This was our second year working with Branding and Buzzing at The Delicious Food Show and I look forward to many more future collaborations on Toronto FOOD & WINE. Sean and Marian are very professional & **highly connected event managers and brand marketers**. They know what it takes to get the job done, and do it! They bring social networking, sponsorship, planning and a turnkey experience to the table, which is key in this business.

Judy Merry, Vice President INFORMA CANADA

“In our four year the Toronto’s Festival of Beer has worked with Branding & Buzzing to build its marketing strategies and activations around social media engagement. Through their efforts we have had tremendous success in connecting one to one with our audience and growing our brand to a broader set of **new consumers**. We continue to adjust our marketing mix from traditional media properties to more **social relevant mediums**.”

Les Murray, President TORONTO’S FESTIVAL OF BEER



THE INDUSTRY HAS SOMETHING TO SAY ABOUT US



I have had the pleasure of working with Branding & Buzzing on numerous occasions from Forty Creek to The McEwan Group to Ontario Gas BBQ and have always thought of them as the enablers of success. When they first asked me to work on a campaign with Mark McEwan at North 44 I was ecstatic yet worried I would not be able to meet the extensive success requirements. **This is their genius; they understand the landscape.** They set the stage, connect the appropriate parties, pull back and allow all the moving parts to express themselves organically which allowed me, without caution, to just be myself.”

Ken Samuels, Blogger IN YOUR MOUTH TORONTO



“What can I say about Buzzing and Branding that hasn't already been said? I have had the opportunity to work with the entire team throughout the years on various different brand integrations and networking opportunities. Their ideas have always been **on-point, well-constructed and crafted perfected** to the nature of the client and the influencers in attendance from baking Fresita-styled cupcakes to #awesTRUCK to #UnderConstructionTO First-preview dinner of Rock Lobster. Branding and Buzzing always taken the time to get to know our needs and provide great brands/events to work with. They just get it.”

Amanda Scriver, Community Manager GASTROPOST

THE INDUSTRY KEEPS TALKING ABOUT US

“Dealing with ROI, FIFO and AR; that's no problem. But **#this, @that, and Facebook**, well... that's another story. However, thanks to Branding and Buzzing we have all the bases covered to successfully operate our business in an ever-increasing competitive environment. Keep up the great work!”

James Sculthorpe, President YORKSHIRE VALLEY FARMS



“The key to hosting a stellar event is partnering up with the right key players. Branding and Buzzing has played a pivotal role in the success that we have had with Spotlight City Events. They understand the evolving culinary landscape, and they're ready to roll up their sleeves to make great things happen. **Without them, it's just another food event.**”

Suresh Doss, Publisher and Content Creator SPOTLIGHT EVENT



“Working with Branding and Buzzing was a pleasure from start to finish. They worked with us to create a unique custom food experience that integrated Samuel Adams beer with the Irish Heather, our customers and the local food community. Guests were invited to join for an interactive trivia night and meal, with good food, great beer, plenty of prizes and lots of fun. They executed a great program that included a social influencer, social media toolbox, videographer, photographer, promotion and great giveaways. The event was a success and offered a unique experience for our guests that **generated a lot of buzz and excitement.**”

Sean Heather, Owner HEATHER HOSPITALITY GROUP



ABOUT THE OWNERS



Sean Beckingham embodies the company credo, "Make Friends Not Ads." Sean has been building relationships and connecting people with brands throughout his entire career. While working for local and international magazines, he noticed the shift in how people consumed and engaged with their content and started Branding & Buzzing. Sean is sought after to speak at Influencer conferences such as Spark Sessions, was recognized by [Trend Hunter](#) as someone in the ForeFront of Influencer Marketing and most recently Featured as a notable entrepreneur by [Notable.ca](#).



Marian Staresinic brings 20 years of culinary experience to the table. From chef, restaurant and cooking school owner, to North America's Brand Manager for the iconic British AGA Cooker, to representing culinary talents such as Chef Ted Reader and Chef Rob Rainford. Marian is constantly in the know of what's happening in the food community and with having relationships such as [Terroir Symposium](#)'s organizer Arlene Stein, Swallow Daily's Ivy Knight, Best Recipe's Ever host Christine Tizzard and Chef Roger Mooking, it's hard to not be.





MEET THE
CLIENTS WE
BUZZ ABOUT