Full Scale IVIedia

A Public Relations & Social Media Firm

Leveraging Two Decades of Experience, Expertise and Relationships

We Help Our Clients
Navigate the Dos and
Don'ts of Good PR, Brand
Messaging and the Media
Through Our Core
Philosophies

Targeted Media Pitches are more effective than press releases for startups and emerging brands.

Press releases are effective for announcing major news: funding, acquisitions and other marquee level news.

Media messaging begins with the pitch.

Producing original content ensures clients can direct their own narrative.

Identifying opportunities where public relations meets business development are a key component to growth.

Adjusting pitch approach for different categories of media/journalists is crucial for achieving coverage.

Brand recognition is of equal importance to sales volume.

We're owed a lot of favors because of the valuable content we provide to journalists and we leverage these quid pro quo relationships to create win/win deals for our clients.

Telephone interview preparation is different from on-camera and in-person or live broadcast media preparation. We prepare clients for all scenarios.

Press coverage is a powerful tool for driving a brand's identity, and its opportunities for growth. It also helps to insulate a brand from its competitors. We consult on the best ways to leverage press for brand and sales growth.

WHY FSM?

Full Scale Media has represented clients across industries including: entertainment, health/wellness, new age/spirituality, technology/disruptive startups, business, hospitality, apparel, beauty, large scale Internet brands, celebrities, LGBTQ, automotive and 501 c3 non-profit organizations.

We elect to work with a diverse roster of clients because we know PR inside and out, and we are able to easily apply our tactics and best practices across a wide range of industries and projects. Through a combined two and a half decades working in public relations and all forms of media, we have worked with thousands of journalists across the globe to book countless pieces of top tier, niche and industrycentric media coverage for our clients.

Allison Kugel, Creative Director of Full Scale Media, has worked in public relations for nineteen years and she has worked as an internationally syndicated journalist and columnist for fourteen years. Her journalistic work has covered newsmakers from film, television, music, sports, health, popular culture, politics and current events.

Allison developed and taught the original Public Relations 101 curriculum for popular New York City startup hub, General Assembly, which is now used as a blueprint for GA's ongoing Public Relations courses.

She has also written published columns and feature stories on technology, business and various societal issues.

Her diverse media career gives her unprecedented access to some of the world's most influential tastemakers and the ability to create compelling presentations that generate media coverage.

Examples of Consumer Goods/Services Press Achieved for Clients

FoodFaves

https://www.youtube.com/watch?v=vDpRbrSDfvY

https://www.youtube.com/watch?v=HWpoi8LsywQ

http://www.fullscalemedia.com/foodfaves-app-in-new-york-business-journal/

https://totalfood.com/family-launches-foodfaves-app-doubles-down-on-foodporn-craze/

https://smallbiztrends.com/2017/05/foodfaves-app.html

Feel Good Foods

http://www.fullscalemedia.com/feel-good-foods-on-msnbcs-your-business/

http://www.fullscalemedia.com/feel-good-foods-on-great-day-washington/

http://www.fullscalemedia.com/feel-good-foods-in-frozen-refrigerated-buyer-magazine/

http://www.fullscalemedia.com/feel-goods-foods-in-new-york-business-journal/

https://www.forbes.com/sites/cherylrobinson/2019/02/27/feel-good-foods/#78d71ed7d269

Excellence Group/Finest Luxury Resorts

http://www.fullscalemedia.com/excellence-group-luxury-resorts-in-travel-weekly-magazine/

http://www.fullscalemedia.com/excellence-el-carmen-resort-in-florida-weekly/

http://www.fullscalemedia.com/finest-playa-mujeres-on-cbss-lets-make-a-deal/

http://www.fullscalemedia.com/excellence-resorts-in-life-style-weekly/

http://www.fullscalemedia.com/excellence-group-luxury-hotels-in-closer-weekly-magazine/

http://www.fullscalemedia.com/excellence-group-featured-in-recommend-magazine/

M. Boutique

http://www.fullscalemedia.com/m-boutique-international-featured-in-us-weekly/

http://www.fullscalemedia.com/m-boutique-intl-in-northern-virginia-magazine/

http://www.fullscalemedia.com/m-boutique-candles-on-the-steve-harvey-show/

http://www.fullscalemedia.com/m-boutique-featured-in-equanimity-magazine/

Flexfit Headwear Case Study - http://www.fullscalemedia.com/flexfit-pr-case-study/

Example of Event Press Achieved

The Annual MatzoBall Event

http://www.fullscalemedia.com/matzoball-in-bloomberg-businessweek/

http://www.fullscalemedia.com/matzoball-featured-on-cosmopolitan-com/

http://www.fullscalemedia.com/matzo-ball-in-the-boston-globe/

https://www.youtube.com/watch?v=MS7EWSDa 4g

http://www.fullscalemedia.com/matzoball-featured-in-the-washington-post/

http://www.fullscalemedia.com/matzoball-on-the-daily-mail/

http://www.fullscalemedia.com/matzoball-on-1010-wins/

http://www.fullscalemedia.com/matzo-ball-on-forward-com/

http://www.fullscalemedia.com/matzoball-on-the-daily-mail/

https://money.cnn.com/2014/12/24/smallbusiness/matzoball-xmas-eve/index.html

http://www.fullscalemedia.com/matzo-ball-on-forward-com/

Press Achieved for Various Experts/Public Figures

Intuitive Cold Case Medium - Troy Griffin

http://www.fullscalemedia.com/psychic-investigator-troy-griffin-on-abc-nightline/

http://www.fullscalemedia.com/psychic-investigator-troy-griffin-on-daily-mail/

http://www.fullscalemedia.com/psychic-investigator-troy-griffin-in-new-york-post/

https://www.vice.com/en_us/article/9k33av/a-psychic-detective-tells-us-how-he-solves-murders

https://www.benzinga.com/pressreleases/18/10/r12467194/psychic-medium-troy-griffin-and-the-north-american-psychic-investigati

Social Media Personality – Misee Harris

https://www.youtube.com/watch?v=3pHidesF7VQ

https://www.youtube.com/watch?v=TpDQU2Ar 2E

https://nypost.com/2016/06/20/black-bachelorette-still-struggles-with-race-in-search-for-love/

https://www.huffpost.com/entry/misee-harris-first-black-bachelorette n 2774673

http://www.fullscalemedia.com/misee-harris-on-popwrappedcom/

http://www.fullscalemedia.com/misee-harris-interviewed-on-sheknowscom/

Fitness Expert Shanna Fried

https://www.womenshealthmag.com/weight-loss/a19935367/shanna-fried-weight-loss-story/

https://www.youtube.com/watch?v=r9jerUKJDul

https://www.redbookmag.com/body/news/a21491/woman-sheds-125-pounds-by-boxing/

https://www.mindbodygreen.com/0-16034/i-was-300-pounds-until-i-started-boxing.html

https://www.everydayhealth.com/columns/weight-loss-success-stories/125-pounds-lost-boxing-helps-shanna-get-fit/

Example of Press Achieved in the Business Consulting Space

Officemorph – project management startup

https://www.asicentral.com/news/how-to/may-2019/how-to-build-out-your-new-office/

https://www.globest.com/2018/02/13/what-boutique-office-users-should-avoid/?slreturn=20190618105544

https://www.freep.com/story/money/business/2018/03/16/office-space-design/426042002/

https://www.sfgate.com/news/article/Where-Are-You-Gonna-Work-Today-The-Death-of-the-12618396.php

https://azbigmedia.com/blogs/13-office-construction-mistakes-avoid/

https://njbmagazine.com/monthly-articles/avoid-new-office-space-mistakes/

https://www.smallbizdaily.com/business-risk-shadow-threats-5-mistakes-kill-business/

https://www.asicentral.com/news/how-to/may-2019/how-to-build-out-your-new-office/

Human Interest Story Case Study

Long Lost Sisters Find Each Other and Start a Business

http://www.fullscalemedia.com/athyntiq-sisters-in-intouch-weekly-magazine/

https://www.sun-sentinel.com/entertainment/sfl-athyntiq-boutique-opening-photos-20160325-photogallery.html

https://cbs12.com/news/local/sisters-meet-on-facebook-open-boca-business-together

http://archive.gosanangelo.com/lifestyle/family/From-strangers-to-sisters-to-business-partners-375968981.html/

https://www.chicagotribune.com/sfl-athyntiq-boutique-opening-photos-20160325-photogallery.html

https://www.sun-sentinel.com/entertainment/sf-video-rod-twist-athyntiq-sisters-20160420-story.html

https://www.detroitnews.com/story/life/2016/05/01/strangers-sisters-business-partners/83799094/

https://www.washingtontimes.com/news/2016/mar/12/long-lost-half-sisters-reunite-open-boutique-toget/

An Overview of Our Clients Demonstrates the Diversity of our Work



FOODFAVES CONNECTS USERS WITH

RESTAURANTS USING FOOD PHOTOS









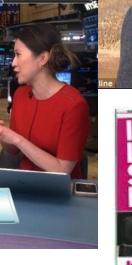


ANNE FRANK FONDS

FOUNDED BY OTTO FRANK



matzoball Jswipe

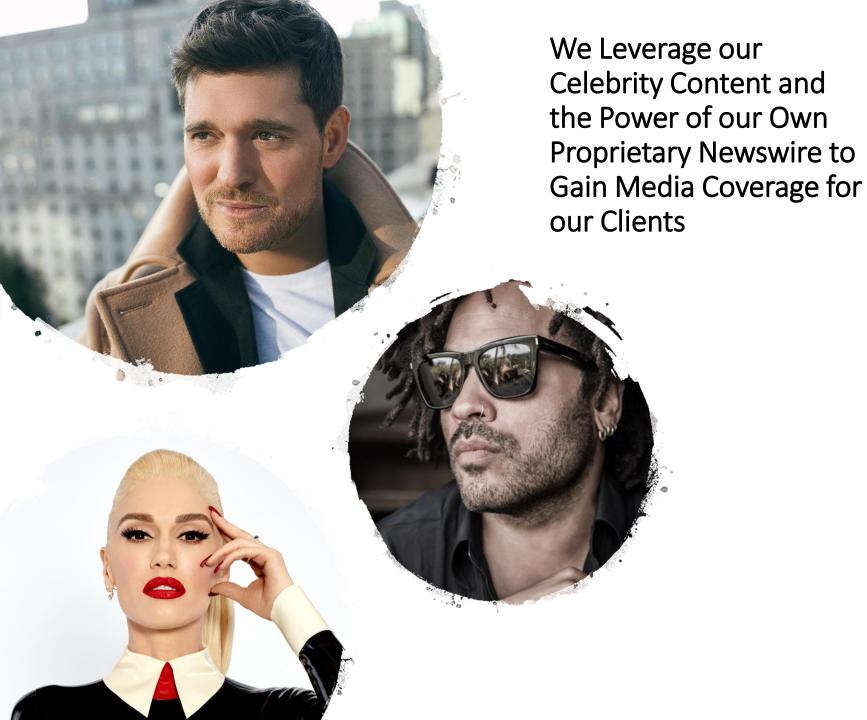












USA TODAY

TheSpectrum

NewsOK

Oklahoman

TheHypeMagazine

Social Lifestyle Magazine

Beverly Hills Magazine

Deluxe Version Magazine

RollingOut

Music-News

W.E.N.N.

Tribute.ca

San Diego Entertainer

GoodLifeDetroit

Miami Living Magazine

L.A. Focus

St. George Daily Spectrum

Sorted Magazine

The Daily Mail

The Tennessean

BELLA NYC Magazine

Rates and services

MONTHLY RETAINER FEES QUOTED INDIVIDUALLY INITIAL FOUR MONTH PR AGREEMENT FORTY CAMPAIGN HOURS PER MONTH SUITE OF PR SERVICES:

- Ongoing PR and Brand Consulting
- Media Pitch Creation & Ongoing Pitching to Media/Ongoing Follow Up with Media
- Writing of Materials as Needed to Fulfill Media
 Opportunities
- Ghostwriting Authoritative/Expert Articles for Publication Contributions
- Consulting on Content Created for Marketing & PR Purposes
- Press Release Writing and Distribution (Wire Distribution is Billed Separately (e.g. PR Newswire, PR Web, etc.)
- Coordination of All Media Opportunities from A to Z
- Business Development-Public Relations Initiatives Outreach
- Archiving and Leveraging Earned Media Coverage Achieved

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