



LBMG

AGENCY INTRODUCTION.

hello there

We're LBMG - one of Canada's most trusted full-service, communications agencies.

With over 17 years of experience, we've delivered strategic, integrated campaigns for brands across the country - from the Invictus Games and the PNE to Coke Canada Bottling and the City of Calgary.

We launch products, energize brands, and tell stories that capture attention, shift perception, and drive results.

Every program we lead is powered by national perspective and local insight.



our leadership

Our collective experience runs deep - and delivers. From strategic counsel and influencer campaigns to crisis communications and standout events, LBMG brings together a team of highly skilled, driven PR pros. We are deeply invested in our clients' success and approach every project with purpose and passion.



BETSY COOPER
PRESIDENT

Experienced communications expert with 20+ years of experience.

Betsy is a master at crisis communications and is known for her calm, strategic counsel and ability to navigate high-pressure situations. A trusted advisor, Betsy brings a diverse background of industries and experiences to every client.



KATIE ALLEN
VICE PRESIDENT

Strategic communications leader with 15+ years of global experience.

Katie is known for her creative, results-driven approach and ability to build trusted client relationships. She's led high-impact campaigns across industries and brings a global perspective to every program.



KELLY GLEESON
VICE PRESIDENT

Veteran communications leader with 30+ years of experience in government and agency roles.

Kelly is known for his strategic thinking and steady leadership, with deep expertise in corporate affairs and crisis management. Kelly brings thoughtful counsel to LBMG's most high-profile clients.

what we bring

From strategy and storytelling to execution and measurement, our team delivers smart, integrated solutions tailored to your needs.



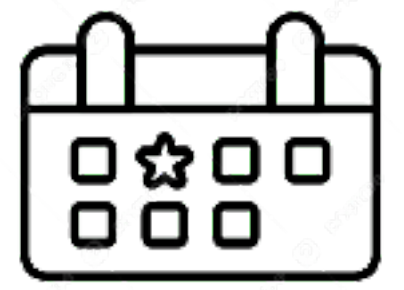
**BRAND STRATEGY &
PLANNING**



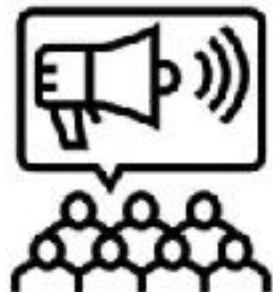
**RESEARCH &
INSIGHTS**



**CONTENT CREATION &
PAID PARTNERSHIPS**



**EVENT PLANNING &
EXECUTION**



**STORYTELLING & EARNED
MEDIA RELATIONS**



**MEASUREMENT &
ANALYTICS**



MEDIA TRAINING



**ISSUES & REPUTATION
MANAGEMENT**

our diverse expertise

Our team has worked across industries, audiences, and markets, bringing creativity, strategy, and results to every campaign.



**EVENTS, ARTS &
ENTERTAINMENT**



**LIFESTYLE, SPORTS &
LEISURE**



HEALTH & WELLNESS



**CORPORATE
COMMUNICATIONS**



TRAVEL & HOSPITALITY



FOOD & BEVERAGE

the company we keep

Our agency and team experience includes some of Canada's most recognized brands.



our values



Passion

We pour heart and soul into everything we do, because true impact comes from doing what you love.



Inspiration

We see potential everywhere, sparking ideas in unique and unexpected ways.



Curiosity

We never stop asking “why” and “what’s next?” — always exploring new angles, insights, and possibilities.



Empathy

We listen with intention and connect with understanding, because great stories start with real people.



our why

We are storytellers - we believe great stories are built on curiosity, connection, and collaboration.

We craft narratives - ones that inspire action, empower, and resonate.

We transform ideas - we turn bold ideas into meaningful experiences that stir emotion, and inspire change.

We don't just communicate - we connect.

We believe we are **BETTER TOGETHER**





how we roll.

the evolving power of PR

As the media landscape continues to shift and Canadians increasingly turn to digital channels for content, connection, and influence, the role of public relations is more dynamic than ever.

We meet audiences where they are - whether that's through traditional media, social storytelling, creator partnerships, or community engagement.

By staying close to shifting behaviours, emerging platforms, and the pace of the news cycle, we craft timely, relevant campaigns that break through the noise and build lasting relationships between brands and the people behind the clicks, likes and shares.



telling your story

We know what makes news - and who is telling it.

In a fast-changing media landscape, our ability to consistently land coverage is what sets us apart. We've spent years nurturing trusted relationships with journalists - many of whom will come to us for credible stories.

From national headlines to hyper-local features, we craft pitches that resonate and deliver results. With reach across English and French media and deep expertise across every major beat - from lifestyle and wellness to business and beyond - we help brands stay visible, relevant, and respected.



staying ahead of the scroll

Strategic creator partnerships are key to bringing brand stories to life in a way that feels timely, relevant, and real.

With experience building compelling influencer campaigns for some of Canada's most recognized brands, our team crafts narratives that spark awareness, inspire action, and build community. From local-based talent to national personalities, each partnership is thoughtfully matched to ensure alignment and authenticity.

Always tuned into the latest platform trends, rising voices, and algorithm shifts, we cut through the noise to engage audiences in ways that are both meaningful and measurable.



keeping you current

We build social strategies that do more than chase likes. We create content with purpose - crafted to inform, engage, and inspire.

Our work meets people where they scroll, delivering content that makes them stop, think, laugh, and act.

From everyday storytelling to high-impact campaigns, we help brands show up in smart, strategic ways.

Our social expertise include:

- Storytelling that sticks
- Platform listening & trend tracking
- Competitive & conversation audits
- Community-first engagement
- Content creation & digital production
- Contest ideation & execution
- Paid & organic amplification
- Crisis management



bringing your brand to life

We don't just plan events - we create moments that spark conversation, capture media attention, and leave a lasting impression.

From intimate briefings to headline-grabbing public activations, our team delivers standout experiences with creativity, precision, and purpose.

Whether it's launching a brand, rallying a community, or commanding a national stage - we make sure your event doesn't just happen. It resonates.



special situations

Crisis and issues management - or special situations, as we prefer to call it - demands experience, strategy, and speed.

With decades of hands-on expertise, we've supported some of Canada's largest organizations through challenging times.

Our seasoned team works seamlessly with C-suite, legal, internal, and agency partners to respond quickly, communicate clearly, and protect reputations with care.



partner agencies

We collaborate with trusted partner agencies to expand our reach and deepen our expertise. From digital and creative to event production, our partners help us deliver fully integrated, high-impact campaigns.



mediology





some of our work.

2.16B

IMPRESSIONS

From high-value earned and social coverage

500+

ARTICLES PUBLISHED

Across print, digital, broadcast, and social

BUILT MOMENTUM FOR 2025

Created sustained awareness, relevance, and attendance growth for the PNE



A creative always-on campaign that kept the PNE top of mind all year round.

LBMG partnered with the PNE to deliver a multi-channel PR program that drove massive visibility, created buzz across all major seasonal events, and connected meaningfully with diverse audiences.

With 20+ years of collaboration, our 2024 campaign focused on earned media, influencer engagement, and strategic stakeholder partnerships to bring attention to the PNE Fair, Fright Nights, Playland, PNE Winter Fair, Thunderbolt ride launch, PNE Fair Food Tour and more. We targeted families, youth, and multicultural communities to keep the PNE relevant, year round.

What we did:

- Created a high-impact media strategy including B-roll, photos, and talking points to support press coverage
- Launched an influencer program to reach younger audiences and spark excitement online
- Engaged with local politicians and dignitaries to enhance visibility and drive news coverage
- Focused on inclusive outreach through ethical and Indigenous media
- Secured top-tier placements including *two front cover pieces on The Province, CTV, Global BC, The Province, and international coverage with The Times of London*

27.7B

GLOBAL EARNED MEDIA IMPRESSIONS

Across print, digital, and
broadcast globally

3.1B+

CANADIAN MEDIA IMPRESSIONS

Through national and regional
coverage

FEATURED IN:

People, Hello!, BBC News,
Reuters, CBC The National,
Globe & Mail and more



**INVICTUS
GAMES**
VANCOUVER • WHISTLER 2025

A global media moment rooted in powerful storytelling and purpose.

LBMG worked with the Invictus Games Vancouver Whistler 2025 team to generate earned media during the “One Year to Go” and Participating Nations Camp milestone events. Storytelling focused around the three pillars of: World-Class Games; A Shared Journey; and Deep Social Purpose and the goal was to be able to tell as many stories as possible that lined up with these pillars.

The campaign brought local, national, and international media attention to Vancouver & Whistler, spotlighting the teams, venues, and stories behind what would be the Best. Games. Ever.

What we did:

- Showcased 19 nations and 60+ participants through media events and adaptive sport training camps
- Built media relationships through access to Team Canada alumni, coaches, and competitors
- Developed media-ready story packages with background info, visuals, and daily summaries
- Delivered meaningful stories tied to sport, recovery, and purposes -aligned with the Games’s values
- Secured coverage through top-tier interviews, video content, local event listing, and more

34k+

ATTENDEES

Double to turnout of the
previous year

44.2M

MEDIA IMPRESSIONS

Across digital, broadcast,
and social

40+

MEDIA TOUR ATTENDEES

National and industry media
engaged on site



Positioning Vancouver as the permanent home for Everything Electric Canada.

We partnered with Everything Electric Canada to help position Vancouver as the permanent home of this groundbreaking EV and clean tech event. In its second year, we focused on increasing attendance, amplifying media reach, and building credibility with both the public and industry leaders.

Our integrated campaign blended earned media, a curated press tour, and high-impact digital influencer engagement to deliver strong results and elevate the event's national and international presence.

What we did:

- Designed and executed a media strategy that spanned pre, during, and post-event storytelling
- Managed media accreditation, coordinated a press tour with 40+ journalists and influencers
- Organized a press conference with event partners and provincial spokespeople
- Secured top-tier interviews and media coverage across TV, digital, and social platforms
- Engaged social influencers to drive buzz and reach new audiences

51.9B

MEDIA IMPRESSIONS

Across digital, broadcast,
and social

204

JOURNALISTS ON SITE

37

COUNTRIES REPORTING ON THE
SHOW, DEMONSTRATING ITS
GLOBAL IMPACT



ELEVATE
VANCOUVER AUTO SHOW

A record-breaking year at the Vancouver International Auto Show.

For the 2025 Vancouver International Auto Show, LBMG led a multi-faceted earned media and influencer strategy while also navigating one of the most high-profile controversies in recent years - the removal of Tesla as an exhibitor.

From proactive press tour planning to rapid-response crisis communications, our team turned a potential risk into global momentum, delivering headline-grabbing results that helped achieve record attendance at the show.

What we did:

- Managed full media relations: press materials, interview coordination, media accreditation, and on-site support
- Provided strategic counsel in recommending the removal of Tesla due to escalating safety concerns, then activated an emergency comms plan
- Organized a 13-stop press tour attended by a record number of journalists
- Crafted a narrative that drove worldwide attention
- Activated 70+ influencers and launched sponsored content across major platforms

440K+

IMPRESSIONS

Across Instagram & TikTok

19

REELS PUBLISHED

**CONTENT STRATEGICALLY TIMED
TO KEEP DESTINATION
DOWNTOWN TOP-OF-MIND**



Holiday hype, Taylor Swift excitement, and high-performing influencer content lit up Vancouver.

We were tasked with positioning Downtown Vancouver as a vibrant winter destination through a dual-phased influencer campaign: a Taylor Swift Ticket Contest and immersive Holiday Lights Activations.

The result was a high-impact, culturally relevant campaign that leveraged creator partnerships to drive foot traffic, social engagement, and city-wide excitement.

What we did:

- Identified and activated top influencers across the Pacific Northwest, including a Taylor Swift drag queen, mom and dad bloggers, and lifestyle creators
- Developed campaign briefs tailored to each influencer's audience and voice
- Staggered rollout of content over three weeks to maintain campaign momentum
- Highlighted key activations include the Holiday Letters, Ferris Wheel, and contest

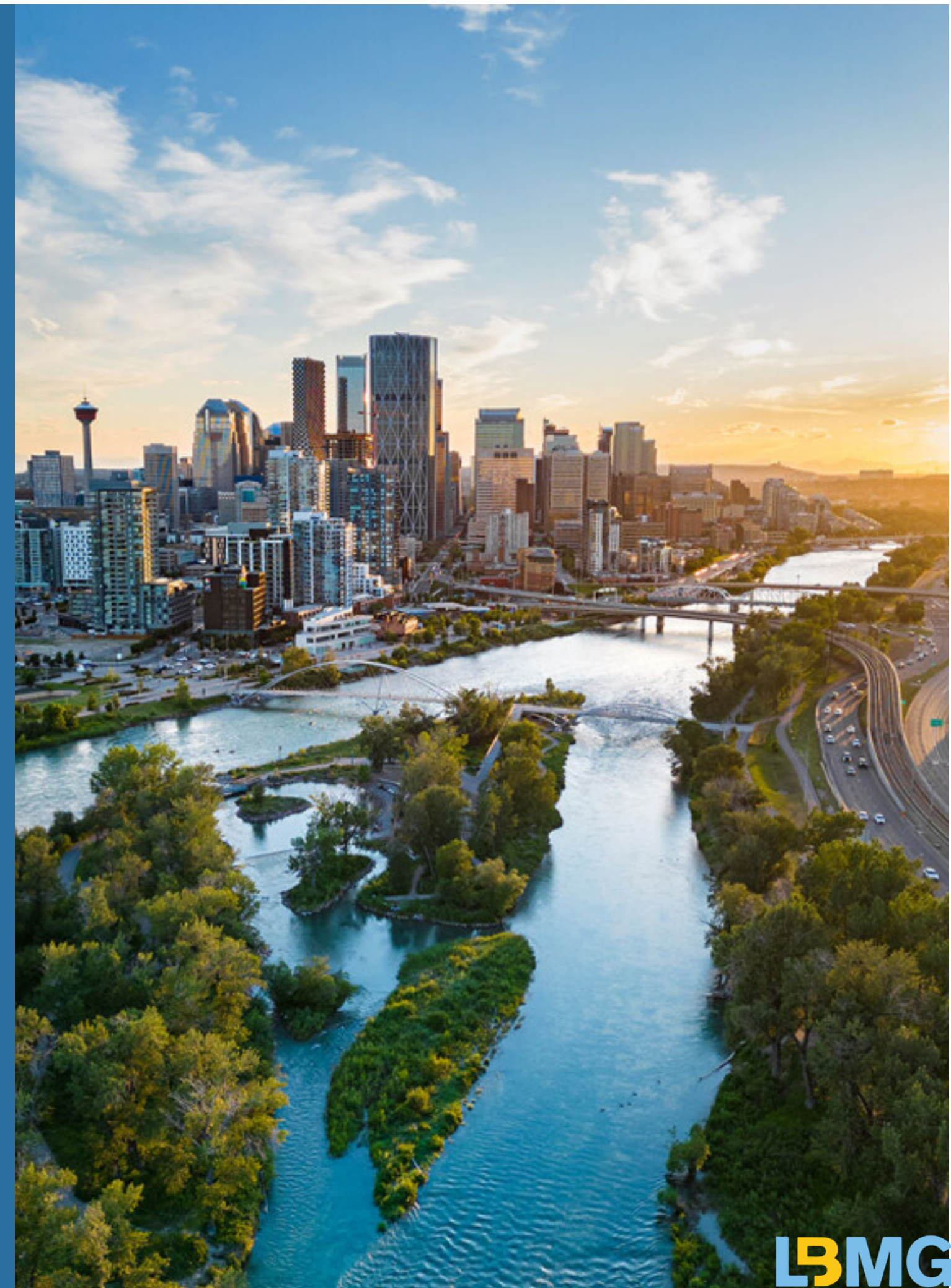
Whether you're launching something new, looking for a fresh perspective, or simply want to grab a coffee - we'd love to connect.

thank you.

Betsy Cooper
President

bcooper@lbmg.ca

www.lbmg.ca



LBMG