



# Our Firm





# Our Scope





# Industry Experience

## THE VANCOUVER SUN

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**CKNW**  
NEWS TALK SPORTS  
**AM 980**



**BCTV**

**THE GLOBE AND MAIL**  
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844

**Global**  
BC™

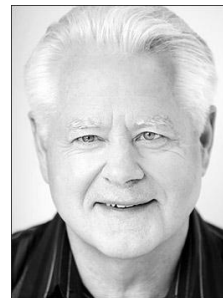


**Stockhouse.**  
Taking it to the Street.

**Vancouver**  
MAGAZINE



# Our Team





# Our History

2003 - Peak  
Vancouver  
founded

2004 - Peak  
Calgary  
founded

Peak grows  
from 3 to  
14 staff

2009 - Peak  
Vancouver  
opens  
social  
media  
department

Today –  
Firm ranks  
in top 10 PR  
agencies in  
BC

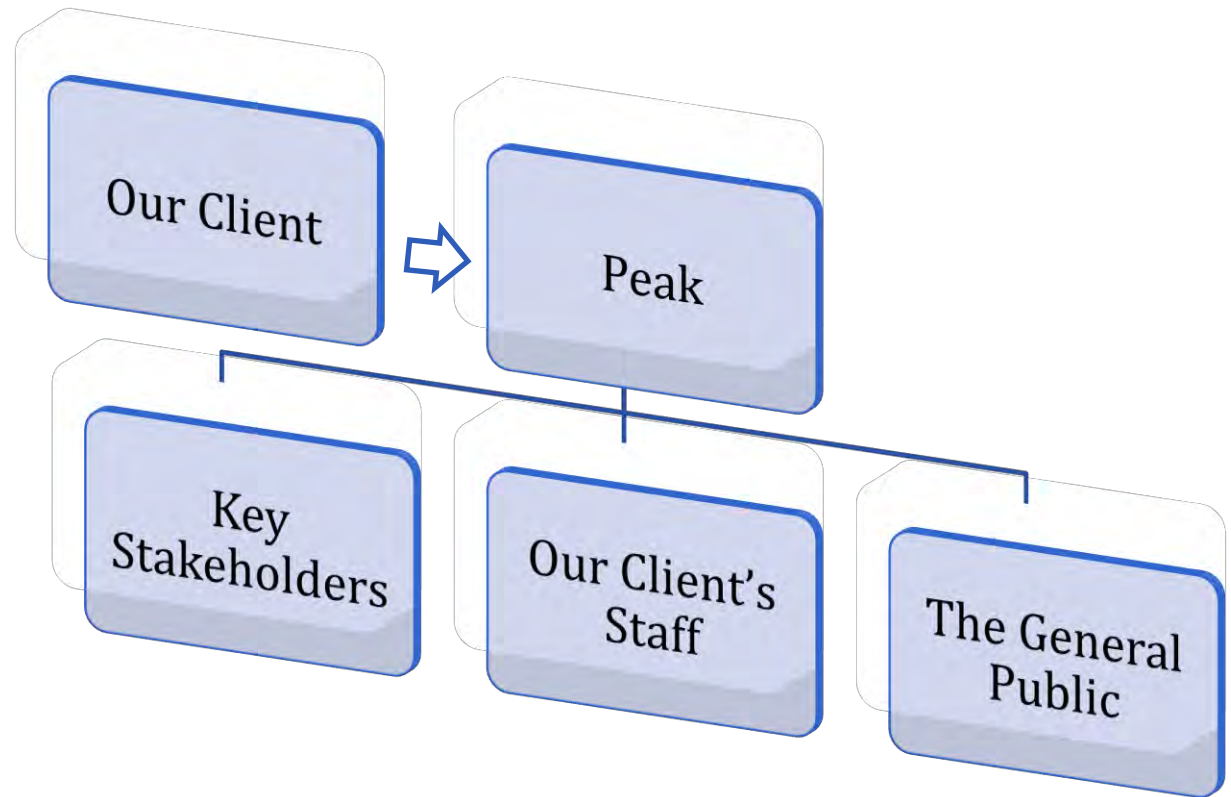


# Our Philosophy





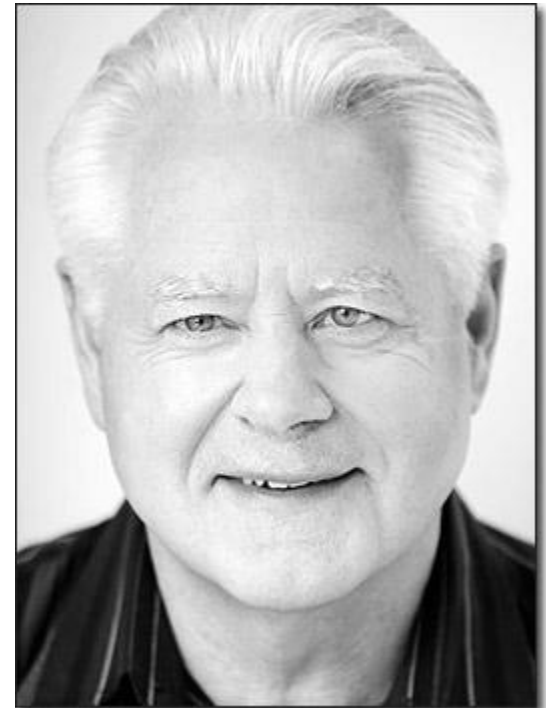
# What We Do





# What We Do

- Media Relations
- Media Training
- Social Media
- Crisis/Issues Management
- Strategic PR
- Writing and Editing
- News Conferences
- Presentation Training
- Video Production
- Public Consultation
- Reputations Audit
- Marketing Communications
- Corporate Imaging
- Event Management
- Corporate Sponsorship
- Community Relations
- Creative Services
- Government Relations
- Risk Management
- Internal Communications
- Research and Analysis
- Media Monitoring
- Media Content Analysis





# Case Study: Quattro



**TIEN SHER**  

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**GROUP OF COMPANIES**

Quattro



# Case Study: Quattro Sales



Quattro

The word "Quattro" is written in a bold, black, sans-serif font. A thin black horizontal line runs above the letters. A yellow dot is positioned above the 'i', a light blue dot above the 't', and a red dot above the 'o'. A vertical line descends from the red dot to a green dot below the 'o'.



# Case Study: Quattro Crisis







# Case Study: Quattro



“The night of the fire, Peak assisted the media in getting what they needed, but most importantly, they helped me to get through one of the most challenging days of my life. They are a reliable and dedicated team who I know will always be there when I need them.”

*- Charan Sethi, Principal Tien Sher Group Companies*



# Case Study: 7-Eleven Canada





# Case Study: 7-Eleven Canada







# Case Study: Canadian Cancer Society's Daffodil Day



Canadian  
Cancer  
Society

Société  
canadienne  
du cancer



# Case Study: Canadian Cancer Society's Daffodil Day



**DaffodilDayCCS**

✓ Following

Lists Settings

Read [@cancersociety](#)'s CEO Barbara Kaminsky's latest post on the [#DaffodilDay](#) success!  
<http://bit.ly/d8TRaL>

3:15 PM Apr 14th via HootSuite

Thanks to everyone who celebrated [#DaffodilDay](#) w/ us! Join our group on [@flickr](#) & add your pictures from the events!  
<http://bit.ly/arJg18>

9:44 AM Apr 13th via HootSuite

What is your [#DaffodilDay](#) story? Share your pictures from the celebrations! <http://bit.ly/arJg18>

7:30 PM Apr 10th via HootSuite

Join us on [@flickr](#) & share your pictures from [#DaffodilDay](#)!  
<http://bit.ly/arJg18>

10:18 AM Apr 10th via HootSuite

RT [@jgarcha](#): I am wearing my Daffodil Day pin today for my Mom & all the other cancer survivors and fighters! [#cancer](#)

4:55 PM Apr 9th via HootSuite

Want to give to [#DaffodilDay](#)? It takes 2 sec & you can make a difference. Text FIGHT to 45678. \$5 goes to CCS. Terms at [mobilegiving.ca](http://mobilegiving.ca).

2:43 PM Apr 9th via HootSuite

RT [@bniv](#): Today is Daffodil Day; show your support to those fighting cancer - News1130 <http://ff.im/-iNrvq>

2:35 PM Apr 9th via HootSuite

Where are you celebrating [#DaffodilDay](#)? Share pictures & tell us about your Daffodil Day celebrations! <http://bit.ly/aYQwR> [#cause](#)

Name DaffodilDayCCS  
Location Vancouver, BC  
Bio April 9th is Daffodil Day! Wear a daffodil pin and join the fight against cancer.

275 following 187 followers 18 listed

Tweets 177

Favorites

Actions  
block DaffodilDayCCS report for spam

Following

View all...

RSS feed of DaffodilDayCCS's tweets



# Case Study: Canadian Cancer Society's Daffodil Day

**Daffodil Day**

Wall Info Give Photos YouTube Events >>

**Chelsea Fugative Miles** I lovee dafferss i wil wear loaddsss ♥  
Yesterday at 10:29am · Comment · Like · Report  
Antonia likes this.

**Fiona Dallamore** Daffers  
April 14 at 5:07pm · Comment · Like · Report  
Antonia, Chelsea and 2 others like this.

**Daffodil Day** Thanks to everyone for celebrating Daffodil Day with us! Share pictures and tell us your Daffodil Day story.  
April 13 at 9:12am · Comment · Like  
Fiona, Daravieng, DS and 8 others like this.

**Karen Fisk** this is a great way to show support.....I will be proud to wear this in support of all who are fighting and those who are supporting family and friends.....  
April 12 at 9:39pm · Comment · Like · Report

**Sandra Mae Williams** yes i got one from Louise friend today.. wearing it in honour of my son Patrick too.. who has battled brain cancer.. and for all the others .. family and friends who have battled.. cancer..  
April 9 at 11:58pm · Comment · Like · Report

**Barbara Williams** I am celebrating Daffodil Day in honour of my Daughter who is beating kidney cancer, and for the families who continue to fight cancer.  
April 9 at 10:45pm · Comment · Like · Report  
Shawna and Shari like this.

**Meg England** I was wearing a daffodil today for in memory of my husband and dad who lost their battle with cancer and for my Auntie and many others fighting cancer today. I hope one day we find the cure and no longer need this special day.  
April 9 at 9:59pm · Comment · Like · Report

**Information**  
Founded:  
April 9, 2010

**Fans**  
6 of 1,173 fans See All

Wanda Imelda Mandy'n Jeff  
Caitv Pamela Stephanie



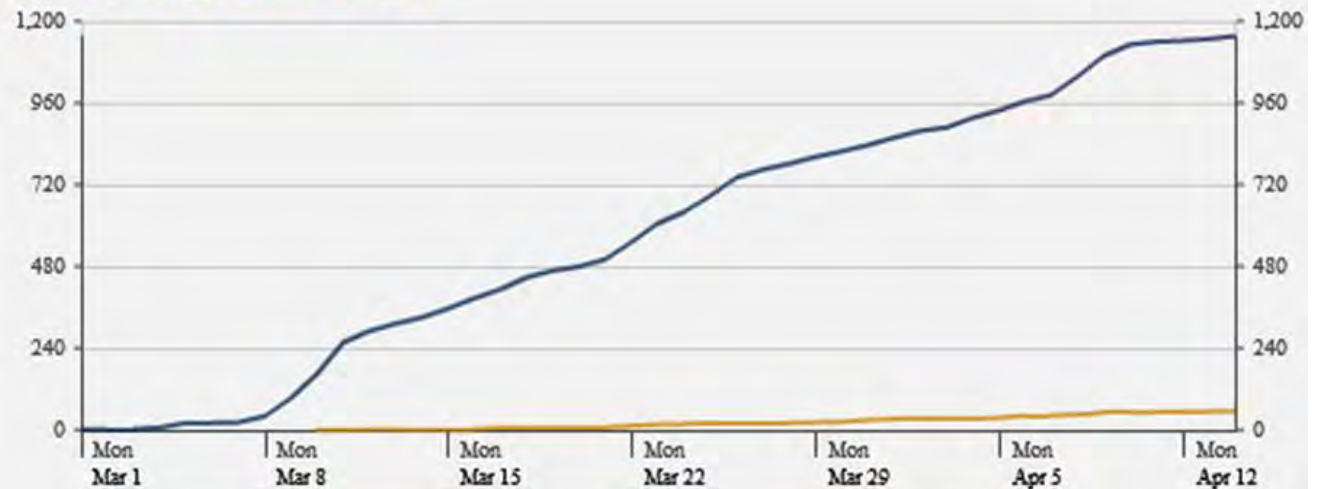
# Case Study: Canadian Cancer Society's Daffodil Day

## All Fans of Daffodil Day

All Fans Over Time [Learn more](#)

Choose a graph: Total Fans / Unsubscribed Fans ▼

Total Fans  Unsubscribed Fans





# Why Clients Like Us





# Why Clients Like Us

# IPREX

Global Public Relations  
and Communication





# Why Clients Like Us

