

M4D3

Headquartered in New York City, M4D3, a dynamic social purpose enterprise, creates products that use the collective power of the community to generate positive change in the world, and help spread social change by funds raised. Working directly with partner aid agencies and foundations, including Plan International USA's Because I am a Girl initiative, and personalities like Little League favourite Mo'ne Davis, we had a mission: to generate awareness for the M4D3 brand, partner aid organizations and our spokesperson. Strategically targeting specific media outlets, developing captivating stories around each announcement, and recognizing the target audience for each execution, M4D3 was recognized by millions of people across North America.

- Increased brand awareness in the Canadian and U.S. markets and increased shoe sales on the M4D3 website.
- Established profile for M4D3 in the U.S. by securing national and local media coverage
- One day media tour in NYC included 17 interviews
- Total monthly impressions garnered resulted in 114 pieces garnered from the month of March resulted in 114 pieces of coverage, and +605,324,554 unique impressions

