

# Portfolio MEDIA RELATIONS



## pureLYFT

Affiliation: Elevate Communications

Implement communications and creative programs to highlight pureLYFT as an innovative caffeine stir-stick and healthy alternative to coffee and energy drinks.

### Overview

#### Initiatives

- Product Launch
- New Flavors Product Launch
- eCommerce + Retail Launch

#### Programs

- Media relations
- Influencer marketing
- Event PR + management
- Social media management
- Creative design
  - Package design
  - Marketing materials
  - Social media graphics

#### Strategy

- Targeted consumer outreach
- Announcement outreach
- Expert source pitching
- Health + fitness opportunities
- Speaking program
- Editorial calendar program

### Secured Coverage

February 14, 2019 [Mental Floss](#)

10 Ways to Get Your Caffeine Fix Without Coffee [LINK](#)

October 28, 2018 [Spoon University](#)

Add pureLYFT to Any Drink for Caffeine Without the Side Effects [LINK](#)

August 29, 2018 [Coffee Talk Magazine](#)

pureLYFT Announces Expansion of eCommerce and Retail Locations [LINK](#)

September 10, 2017 [Convenience Store News](#)

PureLYFT Caffeine Stick [LINK](#)

September 1, 2017 [Beauty Loves Booze](#)

pureLYFT Clean Energy for... Well, Everything [LINK](#)

June 5, 2017 [NJ Biz](#)

Energy assistance Caffeine stir stick pureLYFT makes inroads with everyone from health nuts to college kids [LINK](#)

May 24, 2017 [BevNet](#)

Beverage School: How Brands Are Building On Campus [LINK](#)

March 3, 2017 [She's Fit to Lead](#)

#getLYFTed with pureLYFT [LINK](#)

January 27, 2017 [BevNet](#)

pureLYFT Adds Three New Flavors to Its Line of Caffeine Stir Sticks [LINK](#)

September 21, 2016 [Hotel Business](#)

Caffeinated Amenity Gives Luxury Hotel Guests a Boost [LINK](#)

# Portfolio CREATIVE SERVICES



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