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Case Study Agenda

- Media "Breaking News" vs. Public Relations

 - Moving Industry Overview

 TWO MEN AND A TRUCK® Overview
- "Breaking News Event" Examples
 - How Public Relations counters Breaking News
 How to Rise above
- · Review of Our Successful PR Campaign

 - View the end result How we got there Looking for PR opportunities in your Industry





"Breaking News" vs. Public Relations

- We don't control the "Breaking News" covered by the News Media
- We can develop Public Relations campaigns to react to negative "Breaking News"
- · We can control our PR messages but not the coverage



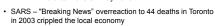


"Breaking News" Examples

- All industries are affected by negative "Breaking News" events. It does not matter who initiates the "Breaking News" everyone gets painted with the same brush
 - Auto Repair Industry
 inflated and unnecessary
 - repair fraud Oct 2010
 - Food Industry
 - -Maple Leaf Foods
 - food poisoning Aug 2008



 Moving Industry – Fraud Charges against 11 Toronto Movers - May 2010







Our PR Case Study

- Moving Industry was being bombarded with negative press in the Spring of 2010
- We were in growth mode with only 8 franchises in Ontario
- We worked with the Canadian Association of Movers to try and get control of the situation with a two-tiered approach
 - CAM leveraged the Ministry of Consumers Affairs CAM used the Moving Industry as their focus
 - We leveraged Public Relations
 We used our Company as our focus





Public Relations Messages

- All industries have both positive and negative PR messages accessible to consumers from web sites, newspapers, TV, blogs
- Since we are the First and Largest Franchised Moving Company in North America, we are affected by both Franchising and Moving Industry Public Relations messaging
- To start formulating a Strategy we reviewed the PR messages in the Media (both negative & positive) to develop our campaign





Public Relations Messages Franchising Industry

- Franchised businesses account for 40% of all retail sales
- There are over 78,000 franchise units across Canada-
- CFA members represent more than 40,000 business outlets across the country
- Franchising directly employs over 1,000,000 people in Canada
- Every year, thousands of Canadians are improving their lives by becoming franchisees
- Franchising accounts for 10% of Canada's Gross Domestic Product (GDP)
- Franchising has been reported to account for one out of every five consumer dollars spent in Canada in goods and services



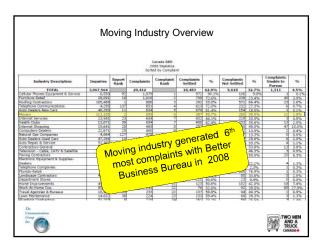


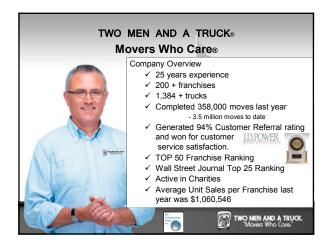
The Moving Industry Reality

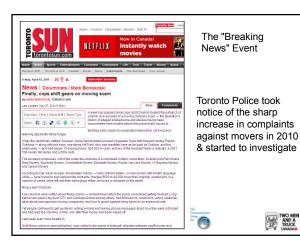
- Over 10 million Households in Canada
- Average 14 16 % of Canadian Families move every year
- 2010 4.4 million Canadians moved
- In Canada, a \$4.2 Billion industry annually
- Office of Consumer Affairs oversees the Moving Industry
- · Industry is not regulated
- · Not well-respected Industry
- 1 in every 4 moves generates a complaint with the Better Business Bureau





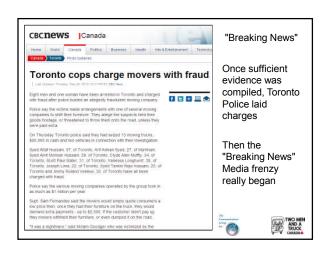


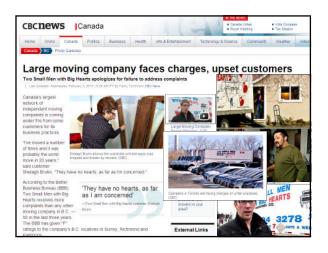




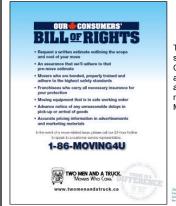












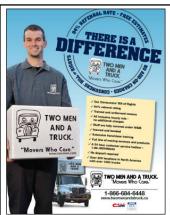
Our PR Campaign

To combat the negative news stories, we developed a PR Campaign to position ourselves as concerned consumer advocates and to elevate our reputation in the Canadian Moving Industry

We developed "OUR CONSUMERS' BILL OF RIGHTS"







The PR Campaign

We then developed a Marketing campaign - "THERE IS A DIFFERENCE" to deliver the Consumer Bill of Rights message to continue to counter negative "Breaking News" reports in newspapers, radio, TV, on-line and social media







We invited targeted News Media to a News Conference in July 2010 where we launched our Campaign





We issued a News Release to counter the negative "Breaking News"



TORONTO, July 8, 2018 — TWO MEN AND A TRUCKS - Canada — the courtry's leading Execution owing first — is introducing an innovative Moving Customers' Bits of Rights to guarantee the best possible level of services for its clients and protect Canadians from movers who use predictive backs with consumers.

TWO MEN AND A TRUCK - Candad is taking the load and urging other regulates time to adopt similar standards. The company's main goat to use the Bill of Rights as a brundation promote internal service standardization and help consumers identify what they should experi and demand of their movers.

- reference of as service-trist core variets, I/V/U MEN ANU A INDICK Canada's Moving Justiciners' Bill of Rights will provide consumers with the following guarantees that:
- Customers can request a written quote outfining the scope, cost per hour and have both parties' legal rights and responsibilities explained to them in advance of a move
- Movers adhere to the pre-move estimate and the terms provided, while also supply an itemized miscise upon completion of the move when requested Customers can request that our Minures are boarded and properly trained to meet the
- needs—including adhering to the highest safety standards.

 Franchises will carry all necessary insurance for the customer's protection.

 All moving equipment will be in safe working order.

Journalists saw us as genuine spokespeople for an Industry under siege

And, we became the goto Moving Industry Company for comment on Moving Industry issues











PR Campaign Results in Canada We sold & opened 6 new franchises over the next 11 months Monthly Sales increased over prior year: Monthly Sales increased over prior year: Monthly sales understand the side of including the sales yearded and afterer to the highest salesy standards Monthly sales increased over prior year: 1 135% in July 6 38% in July 7 17% in Aug One of our Franchisees did \$217,000 in Moving services in June 2010 We are regularly featured in trader can dead of the beautiful to the over of a trave indicated increased to the sales working and the sales working in the sales working of the sales working order 1.86 - MOVING 4U We are regularly featured in Trader: can magazines providing their readers with moving tips and advice.

TWO MEN AND A TRUCK CANADA

PR Campaign Results in Canada ✓ We are considered the "Reliable" and "Informed" BILLOFRIGHTS source for the Moving Industry by a wide range of reporters who cover: ConsumerBusiness Franchise Real Estate Moving 1-86-MOVING4U ✓ Our brand continues to benefit from National and Local TV exposure TWO MEN AND A TRUCK











PR

"Doing Good & Getting Credit For It"





News "Breaking News" Relations
(Print, Broadcast, Online, Social)
High Profile Coverage

Global

Trader.ca Magazines

FINESCUE

TWO NEW CONDOCUTE

TRADER CO





Ongoing PR Program continues to Raise the Visibility Bar

- Market position differentiators
 Meeting the News Media
 Dan Hopkins Articles
 New Franchisee PR Launches





