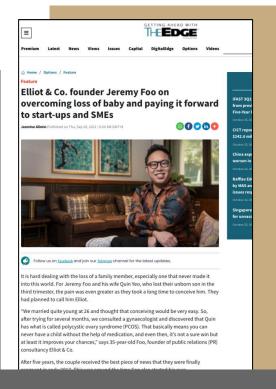


ELLIOT&C

alpha story





Losing child brought couple closer together





For one year, Mn Quin Yee could not bear to enter the bedroom she as lavingly decorated for her unborn child, Ellies, She went oil social media.

These all retuinded her of that

bely. She was over all the pregnancy and E due until her berbh Agrill hen such James and James and James and overly worders and Children and Children and Children which was closest to They were in high wanted some pears of the property of the Children and Children and Children and Children and Children was to be to be the control of the Children and Chil

seting his parents for a calabrayimmer that sight. Thinking it would be a quick seek-up, Mr Foo went to buy a ink. On his way back to the nic, he heard his wife's walls errheating through the hospication, which was quarten the ove of a

public holidoy.

"Was urroom you den't wish even on your ensury," he says of the evernether unlished "like amovie". And her augusted eites of their halfy's heartbeat had stepped. Unwilling to accept the pergassis. Mr Yoursistendon acceend opinion as Thomason Medical Centre, where the strange-chical Centre, where the strange-chical

Government quidlaren.

Government quidlaren.

Inter y possing different fundament de la free, the manger, en la free, the manger, en la free, confinement "crying for rir", rocked with guilt on the fundament augustiche bestellt der gestellt der gestellt

the delibory rooses was incomediated with the best of the most of

Helplines
National Care Hotline:
1800-202-4888 (Sammidnight)

National Case Hoteland 1800-102-480 (Jam - stolinght) NEWTAL WELL-BEING - Fei Yor's Online Commodling Service et 2, 52 Institute of Mental Health's Mental Health Helpline-839-2222 (24 hours) Santaritans of Singapore: 2010-222-4444 (24 hours) 2, 7497 (24 hours)

/9787 (D4horr)
Singapore Association
for Mental Health:
2000-283-7039
Siber Ribbon Singapore
6386-323
Tinkle Friend:
2000-274-4781
DOMESTILING
TORIC Hilling

TOUCHING
(Counselling):
1800-877-2252
TOUCH Care Une (for
18104-8555
Care Corner Counselling

he adds. Ms You recalls bings watching a local television dram series on mental health titled Min Montes, which helped her realis that there were others who over came their struggles, and that sh could, hoo.

Transmote events can make not because a relationship, but their hared erical and faith drew them closes, say the chatty couple, who see Christians. "The had so much gaze in that whole period." Me were very complete the control of t

process."

In 'important recovery milenee' in Mr Foo's journey was rening his company elllet & Cohisty year.

Phen a friend suggested it, he
cided at the insensitisty at the
se, he will teared up every time
said bits som's name - but he
he will teared up every time

he said his son's name - but chunged his mind later.

"That's when I was able to or from that elephant in the not and he able to keep calling; son's name and say that this do not need to be a trappelly, this or really be a tribute to him." Things looked up when they or crived near later in 2004 or

Features of the Years

Active Years 40

Team Members

>2500

Satisfied Clients

>20,000

Features Secured



* A Glimpse of Our Clients





















































































































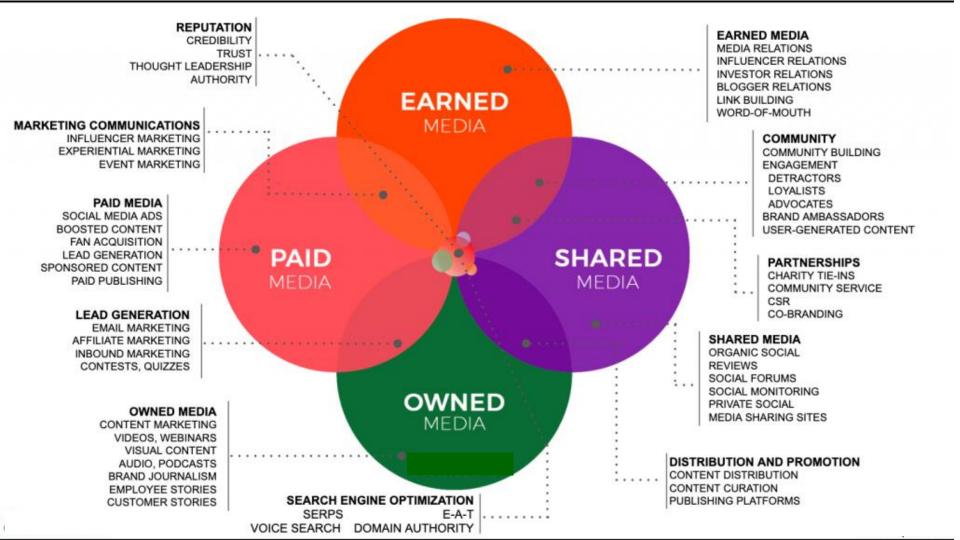




* Communications Trends Going into 2024

- Measuring trust is your receipt to mastering trust
- Knowing your perfect blend of paid, earned, owned and shared media channels will help you create great measurements for trust





* Communications Trends Going into 2024

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- Knowing your perfect blend of paid, earned, owned and shared media channels will help you create great measurements for trust
- The media newsrooms are getting smaller and faster with speed of the essence Al Tools can be your ally
- Al's role in the new digital era must do 2 things safe <u>cost</u> and <u>time</u> while delivering close to industry standard expertise
- The role of agencies/partners is to fuel a stronger strategy around your authentic brand while harnessing AI tools
- TRUST is everything



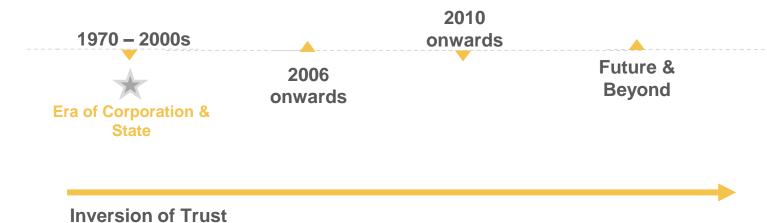




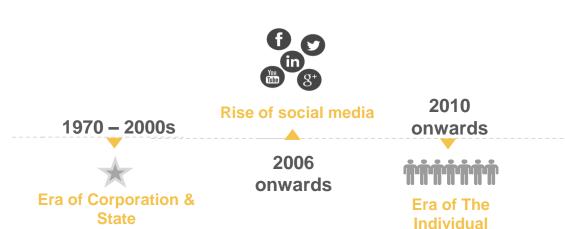




* Timeline of Trust



* Timeline of Trust

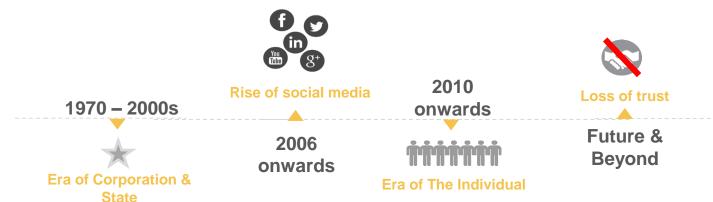


Future &

Beyond

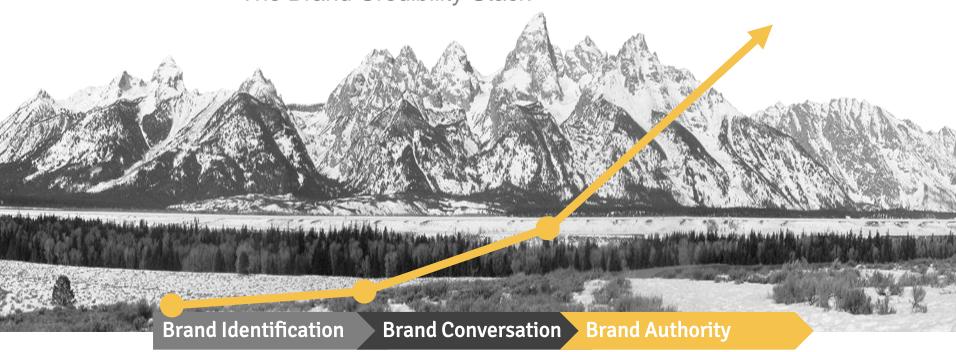
Inversion of Trust

* Timeline of Trust



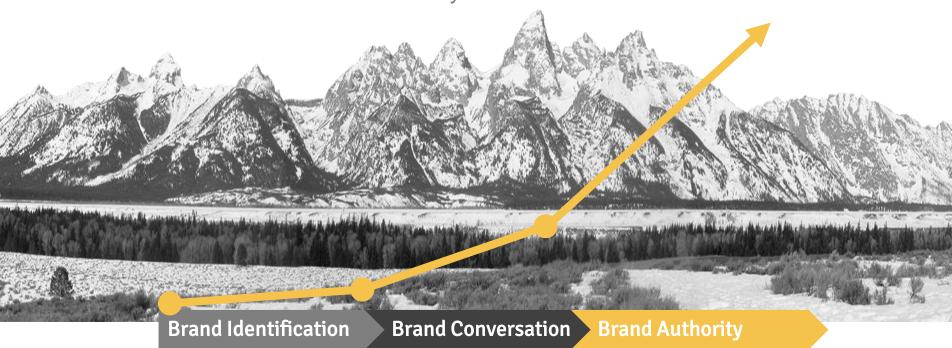
Inversion of Trust

The Brand Credibility Stack



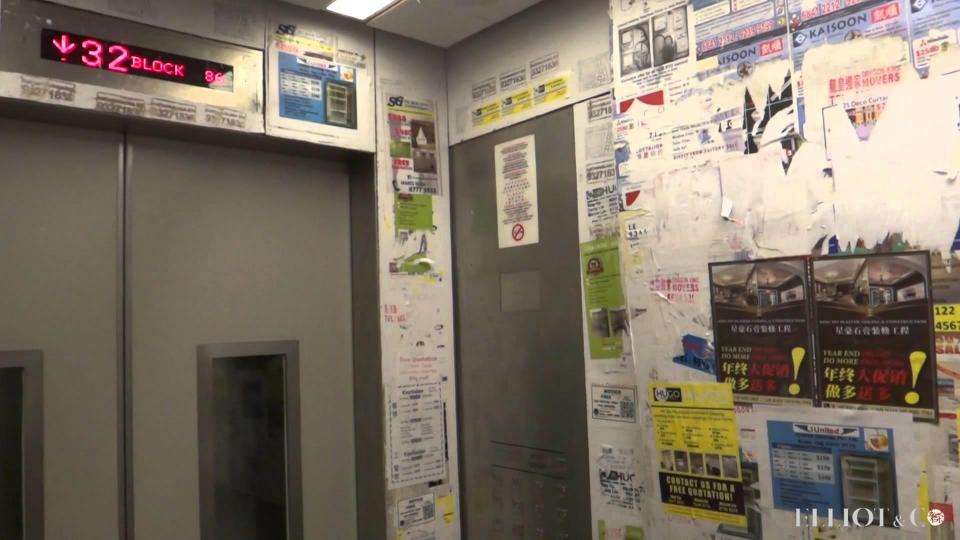


The Brand Credibility Stack

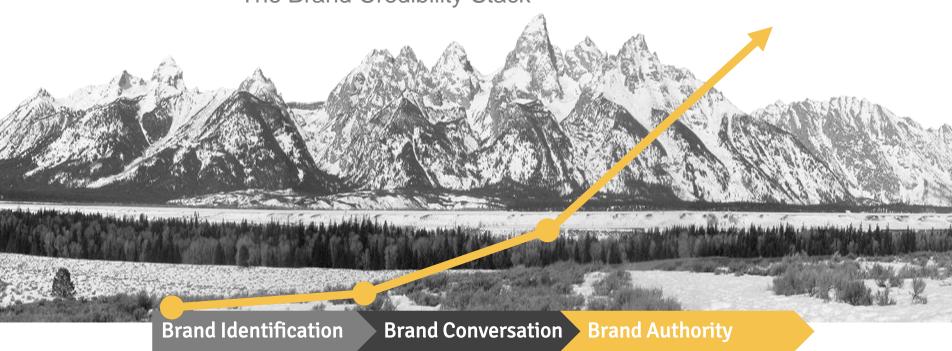


"Who are they?"





The Brand Credibility Stack



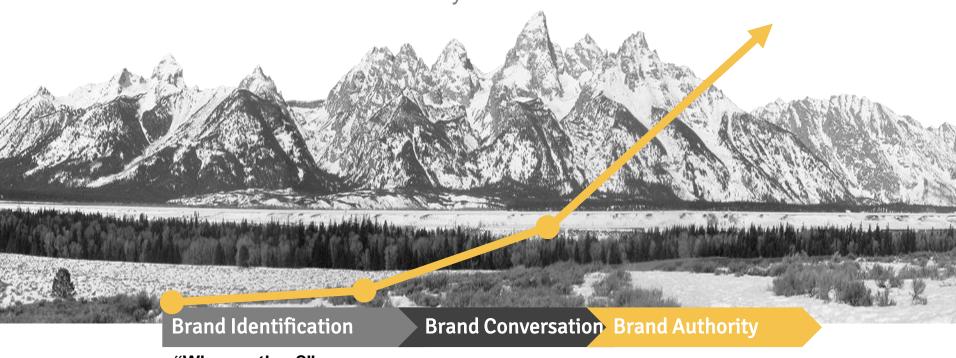
"Who are they?"

"I Know Them"





The Brand Credibility Stack



"Who are they?"

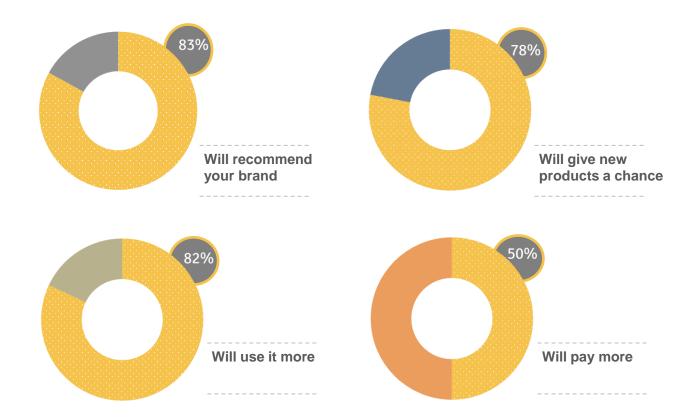
"I Know Them"

"I Need Them"





* Currency of Trust

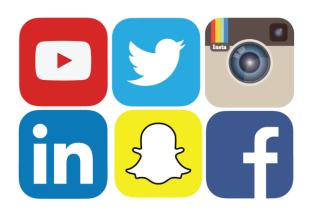








* Know Your Audience







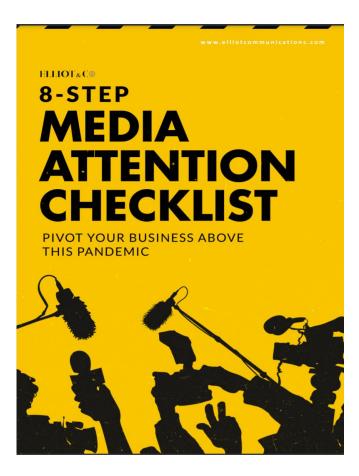




* Make An Impression







8 STEP CHECKLIST

□ 1	Understand your brand's value proposition and articulate it clearly in 2 lines
□ 2	Develop Killer Headlines to capture journalists' attention
□ 3	Write a highly compelling First Paragraph to 'Wow' journalists
□ 4	Let your pitch content show the HUGE value the industry gets from your firm (No hard selling!)
□ 5	Figure out the top 3 media titles relevant to your target audience (besides The Star and the other 'big boys')
□ 6	Shortlist the most relevant journalists in your industry to email
□ 7	Ace your interview with journalists: get key stories across and keeping it highly positive
□ 8	Success! But is a one-time effort powerful enough to distinguish you as an authentic thought leader in your industry?



Thank You!

Any questions?

You can find me at

- Email: jeremy@elliotcommunications.com/jeremy@alphastory.co
- WhatsApp: +65 9786 5584
- LinkedIn: https://www.linkedin.com/in/jeremy-foo-jfz/