

# **PUBLIC RELATIONS FIELD PROJECT REPORT**



**BIG IDEAS.**

**GIANT.**

**IMPACT.**

**BY: MARCUS GIANCOLA**

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# **PART A: BACKGROUND**



# TAM JENSEN

## GSCA CONTRACTOR



Tam Jensen's career in PR and Marketing started in a unusual way. After graduating from university with a degree in Forensic Psychology, Jensen worked for the federal correctional system for a couple of years. However, she felt herself yearning to gravitate to a new field entirely.

She then decided to make a significant career shift – opening her own food truck. After undertaking all of the marketing and brand development of the company, Tam developed a passion for the field, so much so that she decided to pivot careers once again and pursue marketing full time. She has since made a considerable impact at Giant Shoe Creative Agency (GSCA), expressing her creativity, ingenuity and relationship building skills while constructing various types of campaigns and initiatives. Jensen continues to concentrate on strategy, guaranteeing that the work she produces meets the needs of clients' missions, visions and goals moving forward.

It is no doubt that Tam Jensen has had many successful careers thus far. However, she wishes she knew earlier that one does not require an abundance of formal training, tools or certifications to be considered a good marketer or PR professional. Rather, one needs to want to understand people. She believes her background in Psychology translated well into her marketing career – which has now lasted over 15 years – and realizing that this background would end up being foundational in her future positions would have been beneficial to have known earlier. Essentially, Tam believes that, as long as you have a passion for understanding people, becoming familiar with human behaviour, and having a constant thirst for knowledge, then you are more than capable of pursuing the field of marketing or PR.



# Stepping Into



Established in 2012 as a photography company, Giant Shoe Creative Agency has evolved into a full service marketing agency that assists companies in scaling the world of marketing by developing and managing quality marketing campaigns through a creative lens. The organization prides itself on focusing on strategy and tracking the specific and measurable ways in which the work they produce delivers meaningful results. After many years in the industry, all professionals at the organization can confidently say that their efforts will help accomplish clients' goals.

Over the years, the organization has acquired a diverse client portfolio, collaborating with well-known brands in the Niagara region such as:

- [Great Wolf Lodge](#)
- [Antipastos](#)
- [First Ontario Credit Union](#)
- [E.S. Fox Constructors](#)
- [City of St. Catharines](#)

From the outset of working with clients, storytelling is something that Giant Shoe consistently prioritizes. Marketers and PR professionals working at GSCA strive to fully immerse themselves in the brand(s) they are working with. Conducting ample research to pinpoint exactly what narrative, tone, and voice the brand is looking to disseminate to their target audience through particular communication mediums is always a strategic focus. Subsequently, as content is uploaded to various channels, the team thoroughly analyzes what is performing well, and what could potentially be tailored and optimized further to meet the clients needs and showcase the team's full potential. It can seem daunting for brands to trust an organization with determining how they will be perceived by the public. However, GSCA ensures that its collaborative, creative, and market leadership always prevail.

# List of 10 Interview Questions

## Career & Experience:

1. Can you describe what Giant Shoe Creative is, when it was established and what the organization offers to the public?
2. Starting from educational background to present, can you describe your career journey and how it led you to Giant Shoe Creative?
3. Can you describe a typical day at Giant Shoe Creative as a GSCA Contractor? What platforms do you use? What projects are you working on?

## Organization & PR Strategy:

4. How does Giant Shoe Creative stand out from other agencies in the industry?
5. Can you describe a successful project that you have completed in the past? What made it successful?
6. What methods do you take to incorporate storytelling into your work?
7. How does your team measure success when working on a campaign or client project?

## Industry Trends & Challenges:

8. Can you identify and describe three specific, timely and relevant trends that are currently impacting both Giant Shoe Creative, how you practice PR/marketing, and the industry overall? If possible, provide three specific points for each trend.
9. Has your approach changed since your career started due to these trends? If so, how?
10. How have client expectations evolved over time, and how do you manage those changes?

# PR Functions Performed

## Campaign Management

- Overseeing the overall performance of marketing campaigns and how they are received.
- Utilizing social listening tools and client feedback to tailor and optimize content that is distributed.
- Consistently learning, adapting and improving distribution and management initiatives.

## Strategic Digital Communications

- Researching, brainstorming and analyzing particular brands to determine their narrative that will be distributed online.
- This narrative consists of the brand's tone, voice, language, their audience, and which physical or digital locations they interact with them on.
- This preliminary preparation is completed to assist brands with telling their story, helping them succeed and thrive in a specific market space.
- Although becoming experts in unfamiliar industries can be a challenge for GSCA, it is imperative in order to assist clients understand best practices in their respective industry and what methods need to be enacted to affirm their advancement.

## Social Media Management

- These same digital communications goals, objectives, strategies and tactics are applied to social media projects, campaigns and initiatives that are completed and optimized for brands using platforms such as Meta Business Suite.

# PR Functions Performed Cont'd

## Creative Concepts / Design Development

- Crafting taglines, copywriting, storyboards, and more, enabling each team member to showcase their capabilities and maximize their potential.
- Through attentive and consistent collaboration with clients, GSCA prides itself on ensuring that new, innovative compositions are delivered to its clients that enable the brand to stand out in a crowded market.
- Whether it be photography, video production or graphic design, a creative flair remains persistent throughout all projects and collaborations, positively reflecting the brand's identity.

## Internal Communications

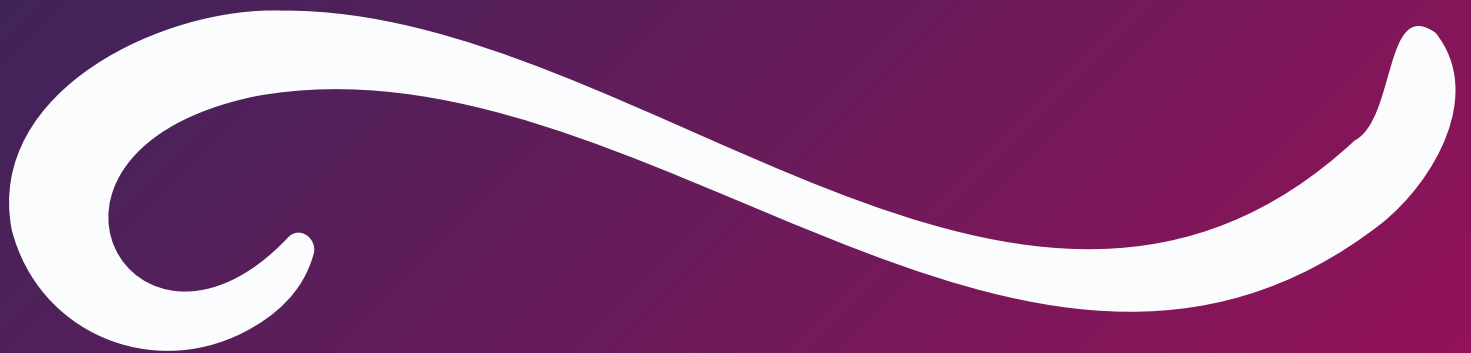
- In order for GSCA to deliver quality results to the clients they partner with, effectively communicating amongst their team and across departments is critical to ensure consistency and task allocation.
- Project management tools and platforms such as Asana and Google Workspace are used to ensure clear communication, direction and management across the team.

## Community Relations

- Through these strategic communications and creative development efforts, GSCA indirectly engages with the communities and audiences impacted by the for-profit and non-profit brands they collaborate with through their social media presence.
- The brand shares industry best practices, behind-the-scenes content, and footage of attending community events, highlighting the agency's giant impact.

# **PART B:**

# **INDUSTRY TRENDS**



# Industry Trend #1: The Rise of AI

## Key Points from Interviewee GSCA President Brad Moore

- Artificial intelligence is a technology that is quickly and efficiently affecting our industry in many ways.
- There are several benefits that AI provides and various misconceptions as well.
- From polishing emails to generating high quality images, this technology and the ways in which it can be used as a tool only continues to expand. Although some say it is taking over our jobs, I do not believe is the case.
- However, understanding the balance of how it can fit into your work without becoming overly reliant on it and using it for the wrong reasons is key to advancing our skillsets.





# Industry Trend #1: The Rise of AI – Source 1

## Source #1

- The Rise of Artificial Intelligence in Marketing / Conor Coughlan / Forbes
- Accessed March 7, 2025

The screenshot shows the Forbes website interface. At the top, there's a navigation bar with the Forbes logo, a subscription button, and a sign-in link. Below this, a section titled 'MORE FROM FORBES' displays four article teasers. An advertisement for 'BREAK AWAY FROM SPREADSHEETS' by Intuit QuickBooks is featured in the middle. The main article, 'The Rise Of Artificial Intelligence In Marketing' by Conor Coughlan, is highlighted. The article's byline includes his role as a former Forbes Councils Member and his involvement with the Forbes Communications Council. A video player is embedded at the bottom right, showing a Google Workspace advertisement for AI image generation.

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## The Rise Of Artificial Intelligence In Marketing

By **Conor Coughlan**, Former Forbes Councils Member.  
for **Forbes Communications Council**, **COUNCIL POST** | Membership (fee-based)

Nov 27, 2023 at 07:15am EST

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*Conor Coughlan, Chief Marketing Officer, Armis Inc.  
Investor, Author, Mentor, LGBTQIA Activist, Founder.*

FORBES' VIDEO WILL PLAY AFTER THIS AD

**AD** 0:09

Create an image that shows a calm, zen setting with candles of multiple sizes in neutral colors as inspiration for my



# Industry Trend #1: The Rise of AI – Source 1

## Article Key Points

- AI has sped up legacy processes that would have taken weeks to hours, and sometimes even seconds.
- One of the most notable benefits of AI in marketing is to “deliver personalized, relevant content to consumers.” However, tailoring and humanizing all AI-produced content to sound less robotic is crucial.
- The technology is also transforming the task of data analysis, analyzing large data sets in seconds.
- AI is also disrupting the industry of Search Engine Optimization (SEO) by “outlining sweeping changes impending for Google, Microsoft and DuckDuckGo, among other search engine providers.”



# Industry Trend #1: The Rise of AI – Source 1

## Conclusion of Findings Related to Brad's Insights and The Rise of Artificial Intelligence

- Forbes accentuates how AI's capabilities can be applied to various aspects of marketing, streamline several time consuming tasks, and increase productivity across departments.
- While AI's functionalities are invaluable, it is imperative to merge the convenience and swiftness of the robot with the strategy and tone of the human to create a powerful hybrid that can conquer any task in the field.
- The future of AI in marketing is promising, as long as the communicators using the technology continue to educate themselves and possess the necessary skills to moderate its use.



# Industry Trend #1: The Rise of AI – Source 2

## Source #2

- The Rise of AI in Marketing: Why Now and What's Next / Pedro L. Rodriguez / LinkedIn
- Accessed March 7, 2025

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## The Rise of AI in Marketing: Why Now and What's Next



**Pedro L. Rodriguez**

Integrated Marketing Executive Focused on Transformation | Digital Storyteller | DEI Advocate | Developing Innovative Solutions and Creative Marketing Strategies

Published Jun 21, 2024

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My participation at Cannes Lions International Festival of Creativity [as a panelist](#), and the lively discussion on AI and how it's Reshaping Media Agencies, led me to reflect on my journey as an "early millennial" and the opportunity I've had to witness the steady transition from an "analog" world to a more "digital" one, going from



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### Insights from the comm

Artist Development

How can artists use AI to create personalized fan experiences?

Marketing Management

How do you use AI to segment and target your customers?

Technological Innovation

How do you simplify cutting-edge concepts for a marketing team presentation?

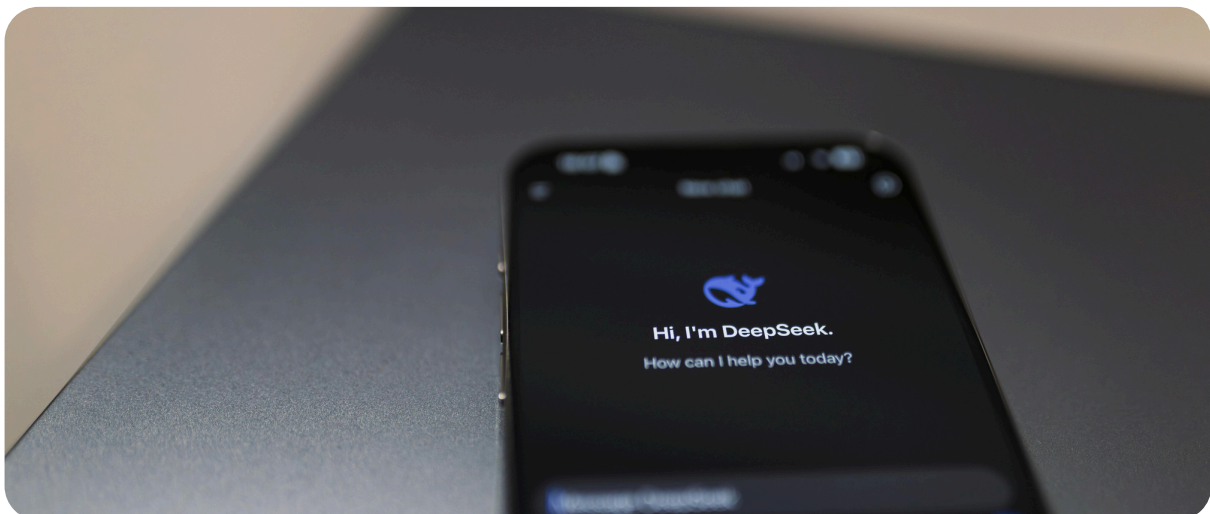
Artificial Intelligence

What do you do if your AI consulting services are not reaching the right audience?

# Industry Trend #1: The Rise of AI – Source 2

## Article Key Points

- There are moments in our careers when something is unquestionably significant “or on its ways to mass adoption.” That said, it is crucial for agencies to adapt to succeed and meet the needs of the clients we serve.
- Despite many professionals discussing using AI to generate content, it may be seen as more innovative to use the technology as more than just a tool, but rather as a “collaborative co-pilot.”
- Allowing AI to take care of the time consuming tasks so marketers can focus on the more “creative and engaging tasks.”
- According to [the 2023 Sprout Social Index](#), “81% of the 900 marketers surveyed say AI has already had a positive impact on their work. Seventy-eight percent feel AI has benefited them in creative areas like content ideation, and another 73% report a positive impact on productivity.”





# Industry Trend #1: The Rise of AI – Source 2

## Conclusion of Findings Related to Brad's Insights and The Rise of Artificial Intelligence

- A common misconception is that AI is replacing our jobs; rather, it is evolving them. Once professionals grasp this realization, it will not only ease their stress levels but enable them to develop their skillset.
- Using AI as a “collaborative copilot” speaks to Brad’s claims of using the technology in moderation. There is a difference between using ChatGPT to guide and direct you rather than demanding it to do the work for you in a way that is unsatisfactory.
- Although we cannot see what the future holds, we can infer that AI will play an important role in it, highlighting why consistent adaptability and flexibility is key in marketing and PR.



# Industry Trend #1: The Rise of AI – Source 3

## Source #3

- Marketing in 2026: the future of AI in Marketing / Matthew / Huble
- Accessed March 8, 2025

The screenshot shows the top portion of a web article. At the top is a navigation bar with the 'huble' logo and several menu items: 'HubSpot Implementations', 'Marketing & Creative', 'Websites & Portals', 'Sales & Revenue', 'Service Solutions', and 'Seek Evolution'. There is also a 'Contact' button with a right arrow and a language selector set to 'EN'. Below the navigation bar, the article's date '29.01.2025' and category 'Marketing & Creative' are displayed. The main title 'Marketing in 2026: the future of AI in Marketing' is centered in a large, dark font. Below the title, on the left, is a dark mode toggle icon and a '8 min read' indicator. On the right is a circular profile picture of a man and the name 'Matthew'. Below the author information, the breadcrumb 'Homepage / Insights' is visible. The bottom of the screenshot shows the top of an illustration featuring a large grey gear, a blue 3D cube, and a white silhouette of a human head with a brain-like pattern inside.

# Industry Trend #1: The Rise of AI – Source 3

## Article Key Points

- With AI's prominence in 2025, traditional Google searches are already diminishing. By 2026, it is predicted that “typing in keywords and scrolling through the results” will be considered outdated. Rather, leaning more heavily on AI to research particular markets will become more welcomed.
- By 2026, the technology will be able to precisely market to and create content for specific audiences that the user explains to it, enabling marketers to receive definitive conclusions and enable campaigns to come to life.
- Authenticity will become an even more significant concern in the coming years, as AI will not only be able to create content, but tailor and constantly adjust it based on how it performs online, raising concerns about who or what is actually creating the content.
- Aside from strategy, artificial intelligence is also continuously improving its skills creating visuals that can spark ideas among creative teams.





# Industry Trend #1: The Rise of AI – Source 3

## Conclusion of Findings Related to Brad's Insights and The Rise of Artificial Intelligence

- Despite the article making it sound like every marketer depends on AI, Brad has made clear that, at Giant Shoe Creative, they are not overly reliant on the technology, but do use it as a creative partner.
- Brad focuses on learning more about the technology to expand the skills you bring to work each day rather than learning about AI to enable it to hinder your creativity and replace the work you are accomplishing.
- The most common way in which AI is used at GSCA is for image creation and mock-ups in order to generate creativity and ideas among the team, delivering maximum impact for the client.



# Industry Trend #2: Remote Work

## Key Points from Interviewee GSCA President Brad Moore

- We are now connected locally and globally. The concept of globalization, or “facilitating the exchange of information across borders and fostering interconnectedness among individuals and organizations worldwide,” only continues to grow.
- Trying to keep work connected to Canada and even Niagara can be a challenge but can be highly beneficial when unique skillsets are acquired and leveraged from afar.
- It is a balance of trying to figure out what belongs here and what can effectively and efficiently be outsourced.
- Remote work can be a powerful and proficient option for companies if it is well-executed and appropriately managed.



# Industry Trend #2: Remote Work – Source 1

## Source #1

- Harnessing The Greatest Benefits Of Remote Work: A Guide For HR Leaders / Jason Elkin / Forbes
- Accessed March 8, 2025

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## Harnessing The Greatest Benefits Of Remote Work: A Guide For HR Leaders

By **Jason Elkin**, Forbes Councils Member.  
for **Forbes Human Resources Council**, **COUNCIL POST** | Membership (fee-based)

Jan 09, 2025 at 01:32pm EST

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Jason Elkin is the Co-Founder and CIO of *EQUALS TRUE*.

FORBES' VIDEO WILL PLAY AFTER THIS AD

AD 0:28



# Industry Trend #2: Remote Work – Source 1

## Article Key Points

- Remote work facilitates and permits productivity to prevail. While some companies prefer in-office attendance, others would rather you get the necessary work completed, and spend the rest of your day how you want.
- Working from home can also stimulate a higher quality of life. Some professionals enjoy the flexibility and freedom of dressing how they want, taking breaks when they want, and touching base with colleagues when they need to (if their role allows). The sense of autonomy that remote work provides employees can make them more attentive and focused.
- Remote work can also be perceived as environmentally conscious (and financially friendly for many) since this type of work does not involve paying for gas, parking, or waiting in traffic.
- Some believe that “rather than physically overseeing work, remote managers should support team members in achieving their best work independently.” This approach can, in some cases, build culture through providing autonomy.



# Industry Trend #2: Remote Work – Source 1

## Conclusion of Findings Related to Brad's Insights and Remote Work

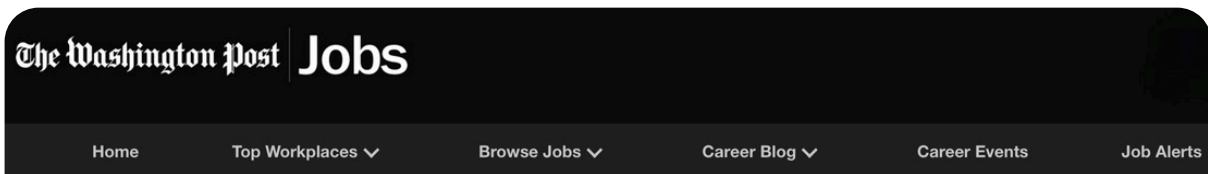
- Having implemented a hybrid work environment at Giant Shoe Creative Agency, Brad is undoubtedly a believer in the benefits that remote work can provide.
- His decision to allow the team to work from home on Fridays provides them with the opportunity to connect and collaborate in person, and the autonomy to productively work in the comfort in their own homes towards the end of the week.
- GSCA's initiatives to implement this kind of work schedule proves how Brad embraces globalization and producing a “giant impact” while also strengthening his team through inclusivity, flexibility, and autonomy.



# Industry Trend #2: Remote Work – Source 2

## Source #2

- 4 Downsides to Working Remotely / Kate Johanns / The Washington Post
- Accessed March 8, 2025



## 4 Downsides to Working Remotely

Published: Apr 24, 2024 | By Kate Johanns

At first, you may see only the advantages of a remote job: no commute, no more office fridge, an easier dress code. But after a time, you'll figure out there are downsides to working remotely.



### 1. It can be hard to disconnect when you're working at home

You might think remote work is the ticket to work-life balance. After all, you have more flexibility to take care of home-related responsibilities on breaks. You aren't chit-chatting around the water cooler; instead, you're unloading the dishwasher. Surely this will free up your non-work time, right? Not so fast.

Studies show remote workers have a more difficult time disconnecting after work hours. A [2023 Buffer study](#) found that while 98% of those surveyed wanted to continue some form of remote work for the rest of their careers, 22% reported having difficulty unplugging from work—with 81% checking email outside of work hours.

One reason disconnecting from remote work is so difficult is that you lack the natural boundaries provided by a commute. You aren't packing up your workspace and moving to another location. Depending on the size of your home, your transition might simply be turning on the TV or opening a new tab on your browser. It takes [enhanced self-](#)

## Washington Post Jobs Recommends:



### [Mastering the Art of "Manage Up"](#)



### [How to Fit in at a New Company While Working Remotely](#)



### [Signs It's Time to Change Industries](#)



# Industry Trend #2: Remote Work – Source 2

## Article Key Points

- Remote work is not always favourable or mentally rejuvenating.
- It can feel difficult to separate work life from home life when you work from home. It is apparent that “a [2023 Buffer study](#) found that while 98% of those surveyed wanted to continue some form of remote work for the rest of their careers, 22% reported having difficulty unplugging from work.”
- Although one may not initially think that the “amenities” of an office may be imperative to be productive, this can be the case depending on the type of office your home allows you to have.
- Some studies have proven that remote work caused collaboration networks to become less interconnected and more siloed,” which can also affect mental health, and therefore productivity.





# Industry Trend #2: Remote Work – Source 2

## Conclusion of Findings Related to Brad's Insights and Remote Work

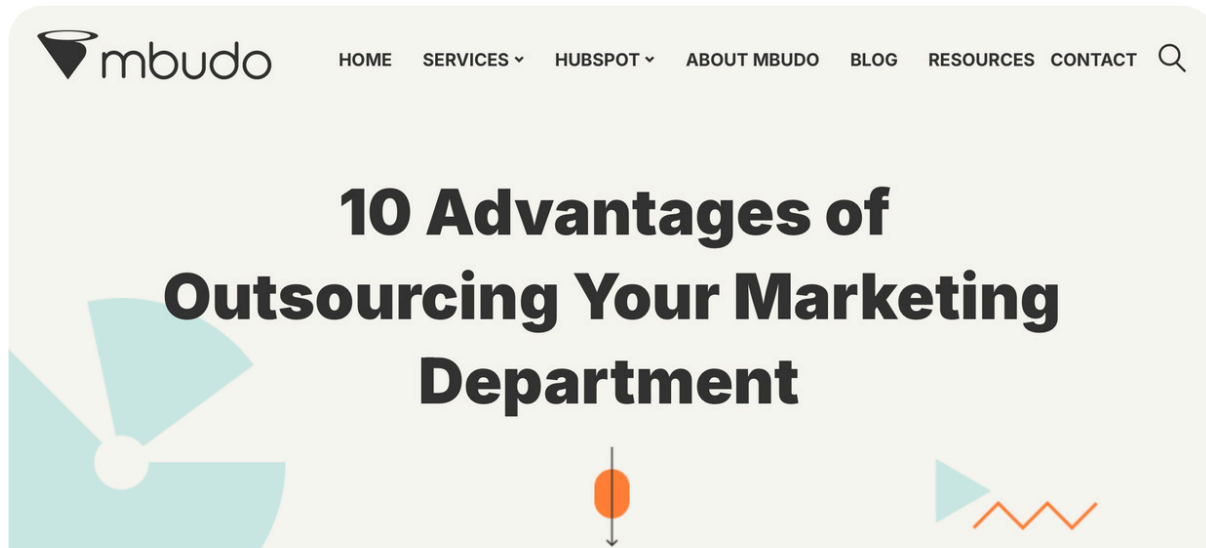
- This article exemplifies Brad's point about finding the balance in remote work and knowing how your team operates.
- Communicating with your team and determining what type of schedule works best for them and for the organization is crucial to maximize productivity and minimize burnout.
- Especially when operating in a managerial role like him, remaining attentive to your team's behaviour and being aware of what you can do to help them thrive is crucial, especially in a marketing agency.



# Industry Trend #2: Remote Work – Source 3

## Source #3

- 10 Advantages of Outsourcing Your Marketing Department / Mary Swick / mbudo
- Accessed March 8, 2025



Buscar...



04/05/2023 • Mary Swick

Strategy

Inbound Marketing



f

in



# Industry Trend #2: Remote Work – Source 3

## Article Key Points

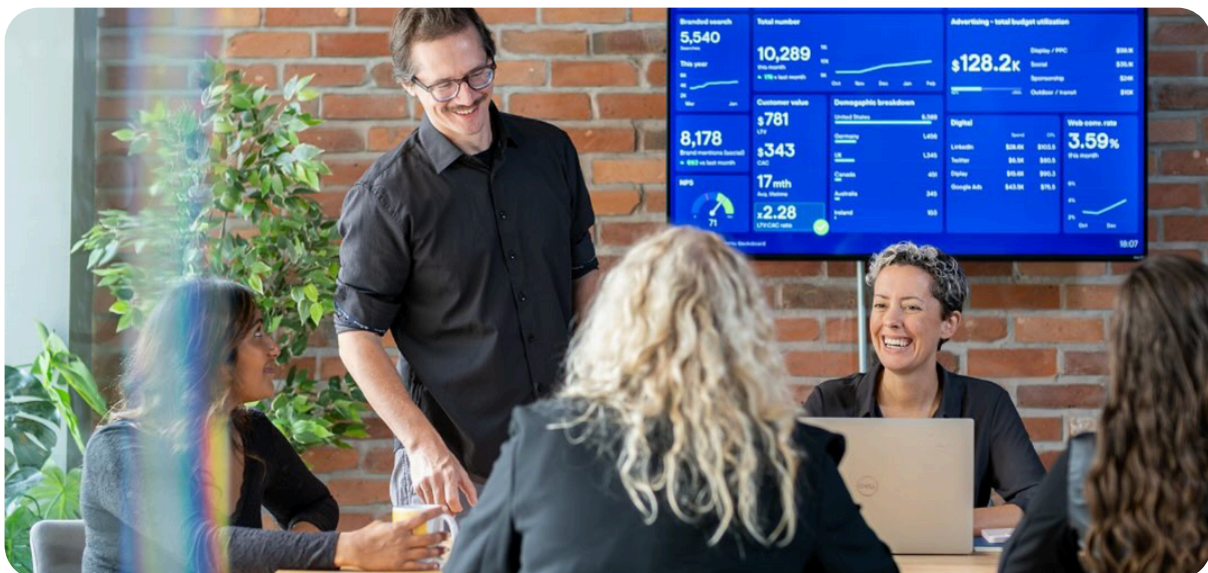
- Outsourcing work allows for agencies used to participating in the same tasks to welcome those who “can offer you totally new ideas to innovate your strategy from another point of view.”
- Especially with marketing trends and practices constantly emerging, being able to acquire external knowledge on what is trending and what businesses must implement to stay relevant is vital.
- It is evident that “agencies have the experience and skills necessary to always obtain the best possible results since we have the best technologies, know-how, and market perspectives.”
- Similarly, “sometimes an ‘outside perspective’ is necessary to find the most appropriate solution.” These perspectives can diversify your team and add value to the results produced.



# Industry Trend #2: Remote Work – Source 3

## Conclusion of Findings Related to Brad's Insights and Remote Work

- Although this article discusses the benefits of hiring a marketing agency, it coincides with Brad's insights of how determining which tasks should be outsourced is a challenge but can allow companies, including agencies, to grow and develop.
- Brad's insights regarding remote work are extremely broad. He discusses how outsourcing work within the agency can increase productivity and creativity in GSCA, while also allowing marketing professionals to flourish.
- Essentially, this advice applies to both brands or agencies who may be struggling internally and are looking for new, fresh perspectives to either take on the time-consuming tasks hindering the organization or offer new ideas to help improve the organization.





# SUMMARY



- Tam Jensen is a marketing, communications, and public relations professional that prioritizes strategy, collaboration and understanding in her work. She hopes to continue making a “giant impact” in her community and for her clients.
- Since 2013, Giant Shoe Creative Agency has worked with multiple clients in various sectors, thriving in PR functions like campaign management, strategic digital communications, social media management, creative concepts, community relations and internal communications.
- Although trends such like artificial intelligence and remote work are becoming more prominent, it is crucial to embrace them as they will not only allow marketers and communicators to expand their skillset but prepare themselves for future trends as well.



# APPENDIX





# Appendix A:

## Interview Notes

### Career & Experience:

1. Can you describe what Giant Shoe Creative is, when it was established and what the organization offers to the public?

- Agency has been around for 13 years
- Started as photography company and evolved into a full service marketing agency that assists companies in scaling the world of marketing with expertise they may not have in house

2. Starting from educational background to present, can you describe your career journey and how it led you to Giant Shoe Creative? Is there anything you wish you knew earlier?

- Career started in strange way
- Graduated with a degree in Forensic Psychology, worked for the federal correctional system for a couple of years
- Made a career shift to open her own food truck
- After undertaking all of the marketing and brand development of the food truck, she developed a passion for the field
- She wish she knew earlier that you do not need all of the formal training, tools or certifications to be a good marketer. Rather, you need to want to understand people.
- Her background in Psychology has been pervasive in her marketing career which has now lasted over 15 years
- Realizing that this background would have served as the foundation for her career would have been beneficial to have known earlier
- As long as you have a passion for understanding people and getting to know human behaviour, then you can pursue marketing/PR

3. Can you describe a typical day at Giant Shoe Creative as a GSCA Contractor? What projects are you working on?

- A typical day consists of collaborating with clients and departments to craft unique strategies to pitch, ensuring that they meet the needs of the client and satisfy their goals
- A large client we are working with is a North American tire company that has several different brands

### Organization & PR Strategy

4. How does Giant Shoe Creative stand out from other agencies in the industry?

- GSCA has made a name for itself in terms of the calibre of creativity and work it produces
- Really focusing on strategy has allowed the company to effectively and confidently communicate that “our work will help you accomplish this goal.”

5. Can you describe a successful project that you have completed in the past? What made it successful?

- One of our most successful projects is with a North American tire company
- We started to do organic social media with them and two of their key brands
- By growing their social presence and enabling the client to be confident in our team, we then began managing 6 figure advertising campaigns across digital platforms
- After they began trusting GSCA even more, they enabled us to do more social media management and production work
- Building a relationship with this client over time and delivering what was originally communicated and more has been crucial to this project's success

6. What methods do you take to incorporate storytelling into your work?

- From the very beginning, a lot of work is done to figure out the narrative of the brand – tone, voice, language, their audience, where and what platforms they talk to them.
- This work is done to ensure that all content uploaded for the world to see is an authentic reflection of who the brand is.
- A lot of preliminary work is done first, then, as content is uploaded to different channels, it is constantly assessed and optimized based on what is performing well and what can potentially be improved for the client.

7. How does your team measure success when working on a campaign or client project?

- 1. The client, weather they're happy and engaged
  - Takes a lot for client to trust an organization
  - If clients are happy and they are seeing the results they want to see, that is one way we measure success
- 2. Weather the work is allowing our team to express themselves and showcase their capabilities and maximize their potential

### Industry Trends & Challenges:

8. Can you identify and describe three specific, timely and relevant trends that are currently impacting both Giant Shoe Creative, how you practice PR/marketing, and the industry overall? If possible, provide three specific points for each trend.

- 1. AI.
  - How quickly and how efficiently that tech is affecting our industry
  - A lot of benefits, a lot of misconceptions
  - Understanding the balance of how it can fit into your work
- 2. Remote work
  - We are connected globally
  - Trying to keep work connected to Canada/Niagara
  - A balance of trying to figure out what belongs here and what can be outsourced
- 3. Skillsets
  - Things are moving so quickly
  - Keeping up with skillsets to assist the company grow
  - Keeping up with skillsets to assist yourself grow on a professional level and stay relevant

9. Has your approach changed since your career started due to these trends? If so, how?

- Most of these changes are still quite new.
- However, in terms of the course of the company, GSCA change directions usually every six months.
- Company does an audit of themselves, determine what is working and what is not, and constantly pivot and move forward along with the marketing industry, economy, businesses, and recent politics, cost of goods, etc. Giant Shoe started as simply over a photography agency and has expanded into a full service marketing agency in just under a decade. Finding “confidence in the chaos” has always been key in finding what is next and growing.

10. How have client expectations evolved over time, and how do you manage those changes?

- Client expectations have remained consistent in the sense that they always want more and expect more, which allows us to navigate the challenges that arise.
- One of the consistent challenges is clearly communicating expectations before the work is started and getting on the same page as clients.
- However, client needs are constantly changing. Helping clients understand where there industry is going is a challenge, and being experts in industries that they are not a part of is also a challenge. Keeping on top of technology , trends, and what resonates with audiences the best is always difficult but necessary to grow.

## Appendix B: Contact Information



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brad@giantshoecreative.com





# WORKS CITED



<https://giantshoecreative.com>

[The Rise Of Artificial Intelligence In Marketing](#)

[The Rise of AI in Marketing: Why Now and What's Next](#)

[Sprout Social Index](#)

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