



WE ALIGN OUR PURPOSE...

Voted by PR News as one of 2018's Top Places to Work in PR, our team of storytellers is fueled with an aligned desire to connect the world with ideas that bring about meaningful impact. With expertise in hotel and resort public relations, wellness, beauty, luxury, and lifestyle public relations, and everything in between; we have our finger on the pulse of what works. And while we're always aware of what's trending, the core of our success lies in the company we keep and the connections we make.

[TEAM](#)

...AND OUR PRACTICE

In public relations today, it's not enough to simply be better - you have to be different. Hawkins International works with premier multinational luxury brands in the world of travel, hospitality, wellness, luxury, and lifestyle, making their stories heard across the globe. Our fully-integrated Digital Team understands that social media is so much more than "likes and shares." Our proprietary LaunchPad™ approach can be applied to anything from introducing a new product line to re-branding an iconic property. Our dedicated Media Intelligence Team, in-house Corporate Communications Specialist, and Editorial Director provide insights to go beyond the standard pitch. And having offices in both New York and Los Angeles means we're at the epicenter of media influence. That's the Hawkins Difference.

[SERVICES](#)



TO ADVOCATE & INFLUENCE

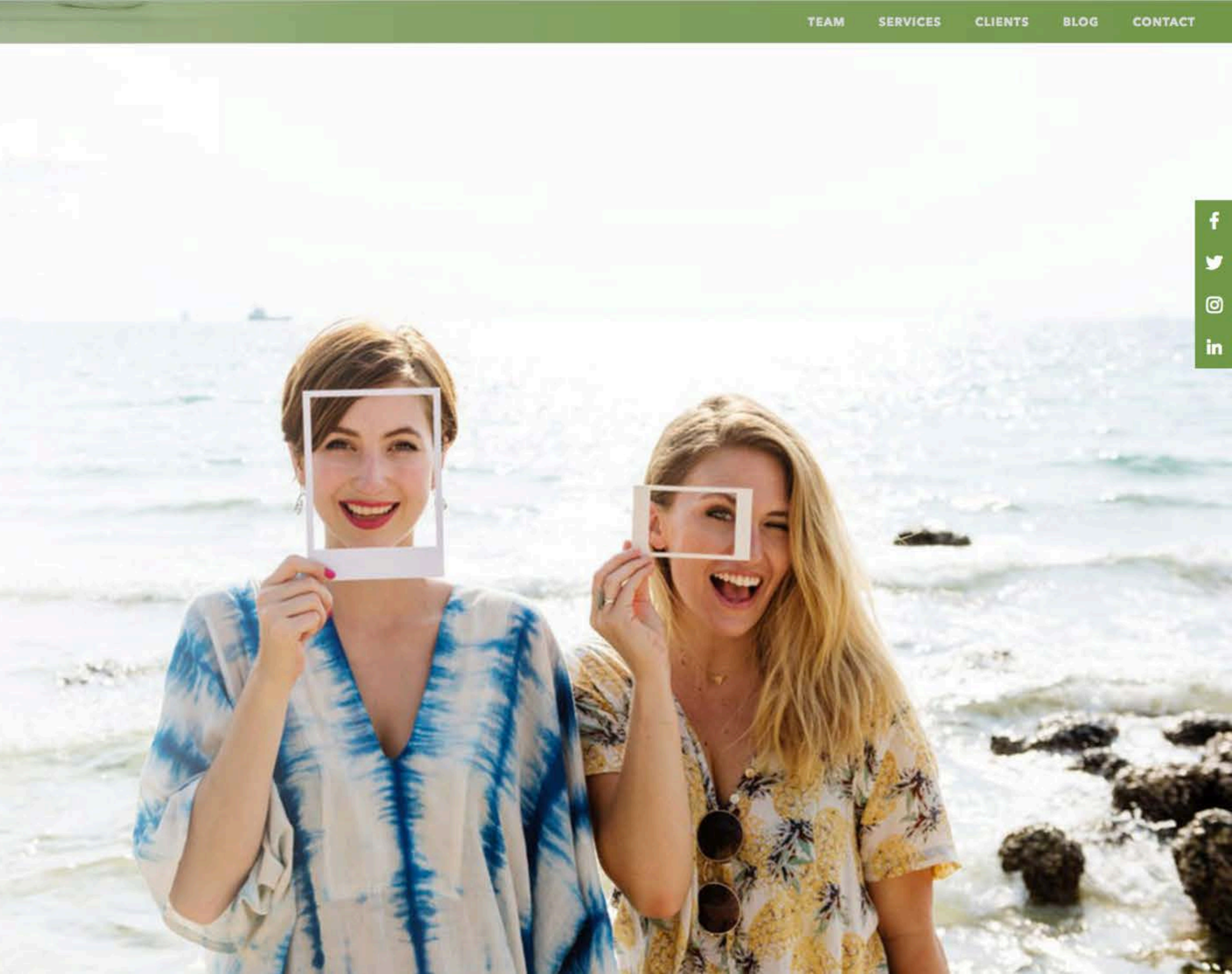
Our love of storytelling brings outstanding results for our clients. Deep, longstanding relationships with the top editors and journalists, sought-after influencers, and ingenious tastemakers afford Hawkins direct access. But being well connected is only half of the job. We know how to spot who and what is most relevant in media, and position our clients ahead of the trends, making them the trendsetters. We then strategize and tap into all things social in order to deliver followers, views, tweets, clicks, and shares. We also go the extra mile because we like to think of our clients as partners, and want our clients to see us as an extension of their team.

[OUR CLIENTS](#)

...WITH INSIGHTS THAT MAKE AN IMPACT

In today's world, something that is not in short supply is opinion. "This is up, this is down, this is hot, this is out." But how can you be sure the opinion being expressed is backed by critical thought and proven data? You turn to the professionals that have been there and done that in over 50 countries. You turn to HawkTalk™ for expert industry insights and analysis - from travel and hospitality to wellness and luxury - this is where the ins and outs of international public relations are discussed, displayed, and demonstrated. Style and substance are equally important and HawkTalk™ is the place to see cutting edge, results-driven public relations in action.

HAWK TALK



OUR TEAM COMES FROM ALL OVER THE WORLD, SPEAKS MANY LANGUAGES, AND IS ESPECIALLY FLUENT IN AUTHENTICITY.

We're all different, with diverse backgrounds, and it's our varying points of view that lead to our unique perspectives. More importantly, it's this distinct concoction that inspires us to create innovative work that results in serious impact for our clients... no matter the brand, industry, or challenge.

MEET OUR TEAM / COMPANY CULTURE / AGENCY AWARDS & ACCOLADES

Our Team



MEET OUR TEAM / **COMPANY CULTURE** / AGENCY AWARDS & ACCOLADES

WHILE OUR THOUGHTS AND ACTIONS HAVE WORLDWIDE REACH, OUR DYNAMIC AGENCY HAS PLENTY OF INDIVIDUAL ATTENTION TO GIVE TO OUR CLIENTS.

We value authentic relationships where we collectively roll up our sleeves and collaboratively create meaningful work as a part of our clients' team. Colleagues, coworkers, and even friends - we're a small family that likes to think big and do good.



As a collective, we help each other stay focused and stay inspired. And with our modern approach to taking care of business, we have been able to create a culture that is not only supportive and collaborative, but one that is also highly creative, tight-knit, and recognizes hard-work and high-performance. One could even say it's bound to happen when you assemble a group of open-minded, agile, and energetic people who all share the desire to create a valuable, long-lasting impact.

CAPABILITIES / AREAS OF EXPERTISE

WHILE TRAVEL, SPA, WELLNESS, CULINARY, AND DESIGN ARE THE INDUSTRIES THAT WE DEVOTE OUR TIME TO, IT IS OUR SKILLS AND CAPABILITIES THAT GET THE JOB DONE RIGHT.

We know that great public relations and comprehensive digital strategy require more than simply a great story. You need introspection, competitive analysis, a comprehensive, insightful strategy across multiple channels, and true grit to make it happen. We've been creating incredible campaigns from the start, and these elements are now part of our DNA. We know how to ensure our clients make an impact.

COMMUNICATION STRATEGY CONSULTATION

Let's start at the beginning. A thoughtful, creative strategy for all communications is a must for great brands. Who are your competitors? What space do you want to occupy? What are your goals for your brand? A properly defined Communication Strategy will ensure that you are both efficient and successful in your efforts.



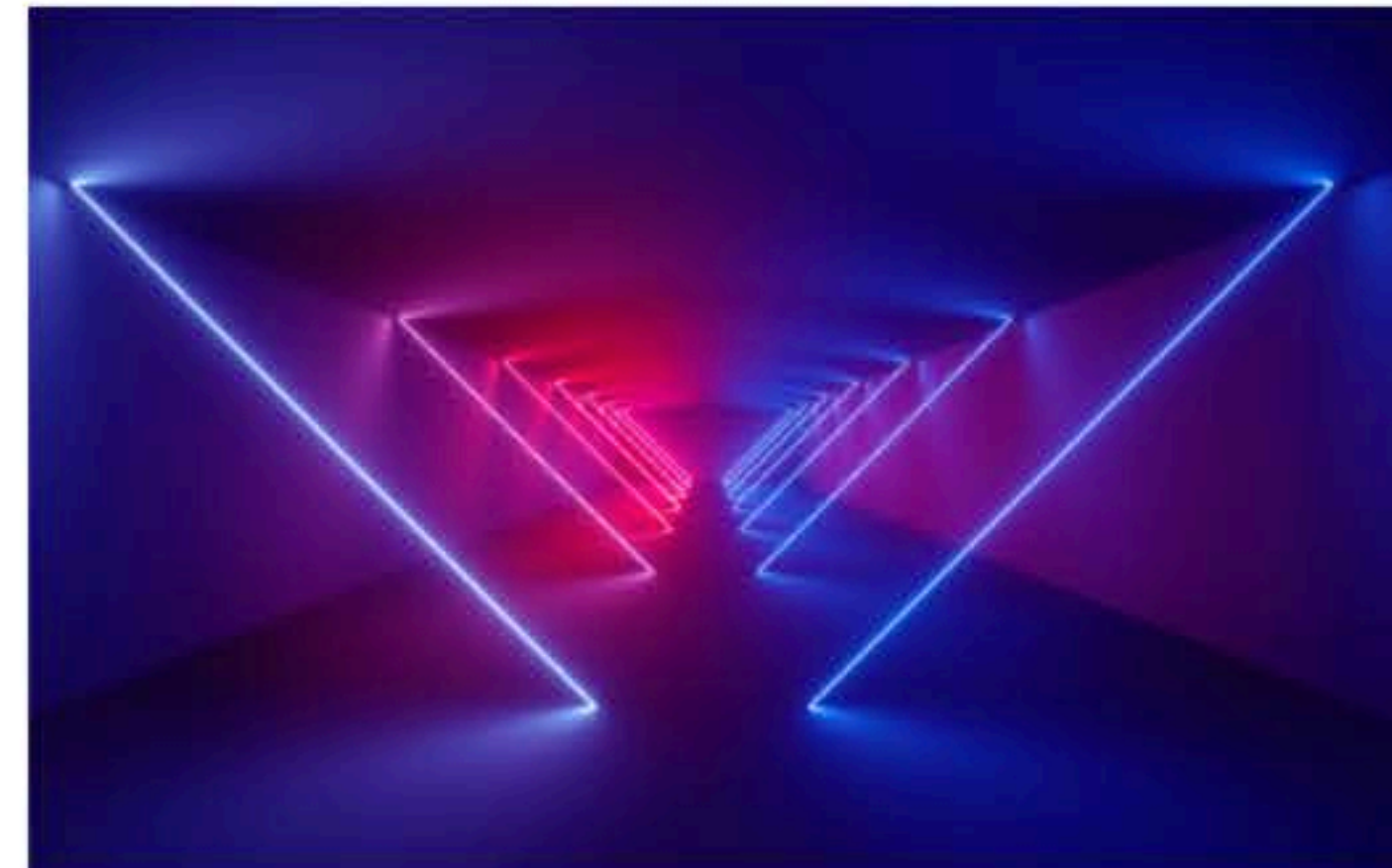


MEDIA RELATIONS

When a passion for storytelling and genuine relationships meets the most influential editors and tastemakers, you have the formula for successful Media Relations. Our deep understanding of both the media landscape and our clients' unique stories, differentiators, and goals means that we secure thoughtful coverage in the media outlets that make an impact on our clients' bottom lines.

BRAND & PROPERTY LAUNCHES

Getting off the ground is never easy and requires a dedicated and knowledgeable team. In the last few years alone, our proven Launchpad® approach has launched, rebranded, and repositioned more than 25 hotels, resorts, cruise ships, and travel brands, crafting strategies resulting in both a successful debut and long-term positive brand exposure for skyrocketing success.





SOCIAL MEDIA MARKETING

Driving awareness and quantifiable KPIs is how you make Social Media Marketing work. From targeted advertising and campaign strategies to compelling, platform-specific content, our team of digital experts will integrate innovative tactics to deliver the right message to the right audience and meet your goals.

INFLUENCERS ENGAGEMENTS

It used to be just about who you know. Now it's what you know about their audience. Influencer collaborations are not "one size fits all," and our data-driven strategy ensures the right influencer is always paired with the right brand. With clear reporting to measure success, you'll never have to ask "did that work?"





STRATEGIC PARTNERSHIPS & BRAND COLLABORATIONS

We understand the power of strategic partnerships and brand collaborations. The right connection can raise awareness, reach a new audience, and elevate consumer perception with measurable results. Building the right partnership is both an art and a science. Lucky for you, we know the formula.

EVENT SERVICES

An effective event needs to be memorable, communicating a brand ethos through visual and interactive storytelling, bringing your brand to life. From intimate media breakfasts to multi-day launches, we design and execute seamless events that deliver precise messaging and incredible results.



CAPABILITIES / **AREAS OF EXPERTISE**

FOCUS IS A RARE COMMODITY THESE DAYS,
AND WHILE OTHERS LIKE TO DABBLE HERE
AND THERE, AT HAWKINS INTERNATIONAL WE
GET STRAIGHT TO THE POINT.

Our concentration on specific areas of expertise ensures that our clients have experts at the wheel, maximizing the return on investment and delivering results. We wouldn't have it any other way. And neither should you.

**HOSPITALITY**

We are hotel people. From high-touch service to key performance indicators, we are experienced in what makes a property great. This knowhow enables us to work with some of the world's most celebrated hospitality brands. Our international public relations capabilities translate into clients and partners reaching from Asia all the way through South America, to mainland Europe and the U.K. In other words, we're in (all kinds of) the know.

Travel

TRAVEL & TOURISM

We're world travelers, and not just because it's our job. Our team is on the pulse of all things travel-related because it's what drives us and inspires us. From working with tourism boards and private airlines to island resorts and African safaris, we're fueled by an insatiable curiosity to keep our clients connected and ahead of the game, regardless of where they call home.



Luxury Lifestyle



LUXURY LIFESTYLE

Luxury means different things to different audiences. And as easy as it is to enjoy the finer things in life, the reason why so many top brands count on us to tell their stories is because we get it. We know what drives high-end demographics, while also understanding that there are a million different ways consumers define luxury, from opulent amenities to exclusive, once-in-a-lifetime experiences.

Wellness & Beauty

WELLNESS & BEAUTY

Take a deep breath... and...focus. Our holistic approach to wellness and beauty starts with understanding your brand's true potential, where it could live, and how to make it thrive. Our knowledge in developing strategies for brands is powered by the desire for transformative experiences. Whether it's putting a life-changing wellness destination at the top of every travel list, launching a brand's latest cure in skincare, bestowing wisdom from the world's best healers, or coining the latest spa craze – we're here for it all. This rapidly growing sector is a natural extension of our DNA, and gives our clients access to synergies beyond their imagination.

