



**RFP for PR Services
Closing March 25, 2013
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Us

Wundr makes it easy for anyone to Create + Publish great looking, interactive eBooks and ePeriodicals for mobile devices like tablets and smartphones.

Statement of work

Wundr requires a public relations initiative so the public (its potential customers) have an understanding of its brand and products and services. That an emotional connection be established between people and media in relation to Wundr. To achieve this, a public relations campaign would get media outlets to cover newsworthy items from Wundr resulting in a sustained dialogue with the press. Social media would also be integrated into this campaign, enabling dialogue between the company and its customers more directly.

Deliverables: 1. PR strategy and 2. Specific, measurable output of this strategy;

Duration: initial 6-8 week contract, further work to be determined.

Start: sometime in April, 2013.

Geography: Canada and the US.

You

We're looking for a public relations firm that understands technology companies, particularly tech start ups, with a foundational process to achieving *measured* results. That you also have thoughts and motivations toward understanding people: their thoughts; desires; behaviours. And that we can share in a sort of humbleness of not having everything figured out simply because of the pace of change. You are a firm that wants to try things not just based on best practices, but also theories, intuitions, or whatever based on the variables and information that exist right now. In other words, we're looking for a firm that has a process in combination with trying different things.

How to apply

Please send your PDF-based proposal to:

pr@wundrbooks.com

We'll contact each response with further details.

Thank you, for taking an interest in this opportunity.