

PR dept.

PR DEPT was established to take branding to a new level. Non-traditional in our thinking, and in our approach, we support clients who are looking to make the mold, not fit into it.

We act as an extension of public relations and marketing teams, drawing upon our unique expertise in entertainment, event, and celebrity PR to launch a 360-degree communications strategy that addresses key issues and reaches specific goals. It is our intent to implement a program for BUZZ MEDIA that will define a public identity for the brand, and drive awareness for your mission, while supporting ROI for the company and its sponsors or partners.



OUR SERVICES

● Product Launches & Celebrity Seeding

Whether it is a new consumer product, a new brand, or just a new package, we know how to get it in the right hands. From product placement to product reviews, there are an infinite number of ways to be seen when you know the right people – and we've got them all on speed dial!

● Consumer & Lifestyle Brands

Every brand is unique. Too often they get lumped in with mass marketing schemes, in order to squeeze as much profit out as quickly as possible. We believe in supporting long-term growth by integrating brands into platforms that make sense and stir interest.

● Traditional Public Relations

Good, old-fashioned hard work. Modern technology may have made it possible to reach larger audiences with less effort, but we believe in strategy. And sometimes, the only way to reach the right audience, is by knowing who to call and how to follow up.

● Brand Building

Internal/external message and brand building; clearly define strengths and objectives, and identify key leaders/spokespeople. Your best messaging comes from within your family of brands and employees; we can help create brand ambassadors and take advantage of social media opportunities.

● Online & Social Media

Status Update: There's more to social media than getting the most "likes." If you want people to put their money where their mouse is, you need strategic campaigning and an air of exclusivity. With a wide variety of social media tools at our fingertips, we know how to deliver an idea to the right audience, and garner real results.

● Event Marketing

We love a good party! But our Type A personalities make us better hosts than guests. We approach each event with a unique strategy and we excel at celebrity procurement, creative pre-press, and social media integration.

● Evaluation

Internal evaluation and assessment of needs, goals, and overall state of the business. Knowing who you are and where you are going is the best messaging; it is clear, concise and honest. In a time when transparency is king, we encourage this and help develop your message to reflect what is most important, in good times and in challenging times.

● Story Telling

Media relations, be it features, news delivery or consumer facing events, we tell the story, get it placed and support ROI.

**BRAND
IDENTITY**
is just as
IMPORTANT
as
**BRAND
VISIBILITY**

BUZZ MEDIA has proven to be a major force in the world of pop culture. In less than a decade, it has become a digital entertainment empire, creating and managing over 40 successful brands, and acquiring over 100 million social media followers.

With such high visibility, brand recognition is a given. The real challenge becomes brand identity. BUZZ MEDIA is more than the sum of its parts, and the best way to express that is with a clearly defined identity, and goals that are separate from those of its subsidiaries.

PR DEPT

is

ANYTHING

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TRAD-
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BUZZ MEDIA is changing the landscape of digital entertainment, and requires much more than a traditional strategy. From new technology to new opportunities for integration, we are always seeking new avenues to drive meaningful awareness to your brand, and to highlight other BUZZ MEDIA brands that best represent your core identity as a major presence in the world of online publishing.