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a brand new world

We are a creative agency based in Los Angeles, CA composed of a group of senior level marketers and creatives who define tomorrow's marketing landscape.

We don't play it safe; we focus our efforts on industry transformation. We specialize in branding, marketing,

Strategic Partnerships, PR and curated events.

#### **PURPOSE**

We create brand experiences that authentically connect to the lives and passions of people around the world.

#### **PERSISTENCE**

Don't let our comined 30 years of experience fool you - we keep it fresh, and we are pointed forward and up.

Our clients include innovators in the world of beauty, fashion, lifestyle, non-profit and health and wellness sectors.

We are happiest working with brands that consumers believe in and care about.

#### **PROMISE**

We have a proven track record of combining sponsorships, influencer programs, consumer marketing, promotions and events to assist in building successful brands.

Let us help you build a sustainable brand that will connect to the world by bridging the gap between culture and marketing..

### **MISSION**



#### GLOBAL IMPACT

NWA is dedicated to partnering with brands, products, services and PEOPLE who gravitate towards positive global impact.

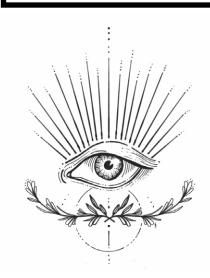
We empower our clients to take the world on day by day, project by project.

#### CLIENT \$UCCESS

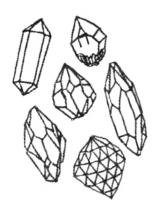
Our issue driven team of seasoned creatives and marketing mavens colaborate to build meaningful stories that translate into dollar signs.

We believe that good products and good services are only as great as their brand. We set our trailblazers up for success for tomorrow.

### **VISION**



## **VALUES**



#### AUTHENTICITY ALL THE WAY

At New World, we operate in pure transparency. We say what you might not hear your consumer say, the good and the bad. We're here to build you into premier market placement and reveal your products and services as neccesity. Our team utilizes a merit of quality or nothing at all. Your content, identity and collateral wil always be 100% YOURS. Never an imitation, and never a knock off.

THE LIMIT DOES NOT EXIST And we don't take no for answer.

1

MAKE IT HAPPEN

2

Early mornings, late nights, whatever it takes.

SHAKE IT UP

We skip the status quoe and run for the top.

3

LEAD WITH YOUR HEART Changing the world requires love

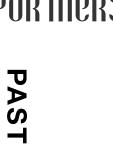
4

KILL IT NOTHING goes out the door subpar

5

5 RULES

# Parmers



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RESENT









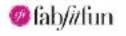








































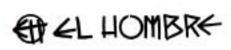








































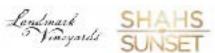














# MEET THE TEAM





January Neal **FOUNDER +** *CEO* 

Jessica Unamuno

CREATIVE DIRECTOR +

MANAGING PARTNER



Jordan Jones

CONTENT MANAGER

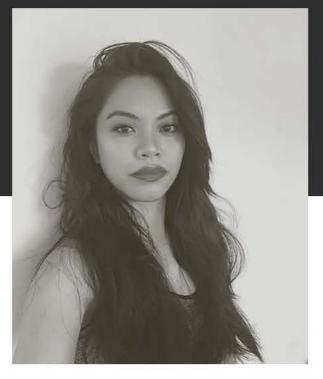


Adriane Leigh
SENIOR DESIGNER



Kayla Klessen

GRAPHIC DESIGNER



Joanna Eve **GRAPHIC DESIGNER** 



#### BRANDING

Whether you're just getting started or have a well established brand, New World can help create and build brand identity and assets designed for premier positioning while telling your unique story.



#### MARKETING + CAMPAIGNS

We live to create buzzworthy movements, tactically designed to generate leads, captivate and convert your audiences, and elevate your visibility in the marketplace.



#### PRESS

We manage our clients' goals with care and strategy. New World connects by curating perfect partnerships and placing the right products and services on the proper platforms.



#### CURATED EVENTS

New World leverages long and true relationships with vendors, artists, venues, brands and companies to curate perfect climates for events.



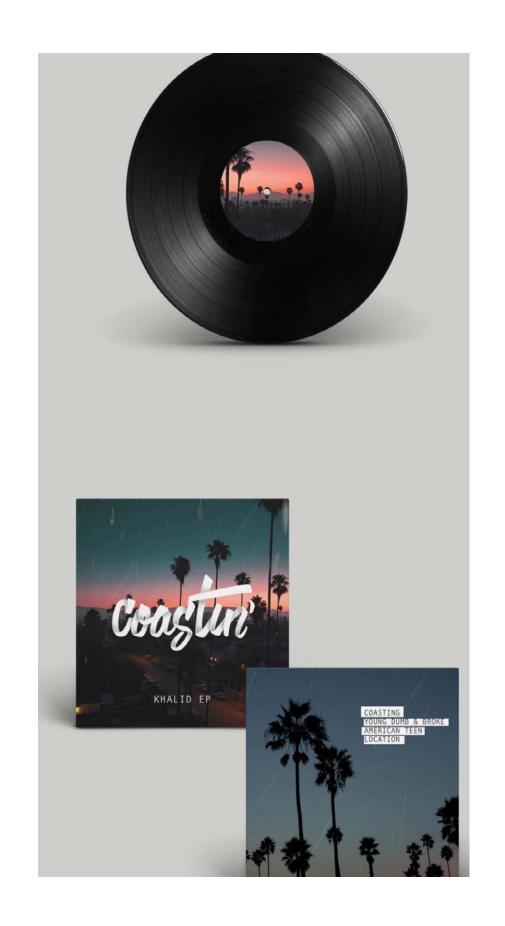
#### SOCIAL MEDIA

Our digital communication team executes strategies that are built on real data we retrieve in competitive analysis and an in consideration of your ideal consumer. We build engagement by properly driving the right audience to your carefully curated content.

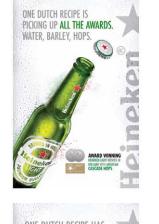


# marketing & CAMPAIGNS

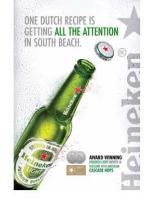
# marketing + CAMPAIGNS





















# **PRESS**

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Don't pull the weeds in Rainbeau Mars' edible garden



By JEANETTE MARANTOS | STAFF WRITER | SEP. 12, 2019 | 1,222 PM

Stinging nettles are aptly named, as any unwary hiker or gardener can attest, but seau Mars, discomfort is a small price enice home this summer, she sowed a big patch of stinging nettle seeds in her new edible landscape, just as she's done at her two previous homes in Culver City and Beverly Hills.

to combat arthritis or other ailments. But Mars also has an external use for the mintlike plants with prickly, needle-fine hairs. She likes to gently strike them against her thighs, as a precaution against cellulite, or around her face to erase fine lines. And she is impatient with people who might find that odd.

Mars' mother, herbalist Brigitte Mars, has written more than a dozen books about herbal medicine and beauty, but Rainbeau Mars has created her own niche in the natural world, as an accomplished yoga instructor (with multiple DVDs) and enthusiastic proponent of plant-based diets and essential oils. Her 2014 book, "The 21-Day SuperStar Cleanse," is dedicated, in part, to Mother Earth, a passion that inspires her urban landscaping as much as her lifestyle. She has 150,000-plus





We manage our clients' goals with care and strategy. New World connects by curating perfect partnerships and placing the right products and services on the proper platforms.

**JOHN SALLEY TO NBA COMMISH SAY YES TO WEED...** And Come Blaze Witcha Boy! **(1)** (2) (3) 10/25/2017 3:28 PM PT IBA Commish Adam Silver needs to take David Ster dvice and pull marijuana off the league's banned list

and then smoke with John Salley immediately ... so

u've been the man so far. Just take it off the list

we previously reported, Stern just came out in a

deo calling for the rule change -- and Salley couldn ree more ... especially since he's launching a CBD uct of his own called Deuces 22.

come blaze witcha boy."











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# design & BRANDING







lifestyle



#### OUR METHOD







LEARN BUILD

The Revenue Accudency employees and models you to take a control, provides you with the skills and removes you must be lead, been and bottle on every highly productive resear.



# DRIVE YOUR BURNESS

One district as fators (pages states of areas) conservations of balances, with and allows management



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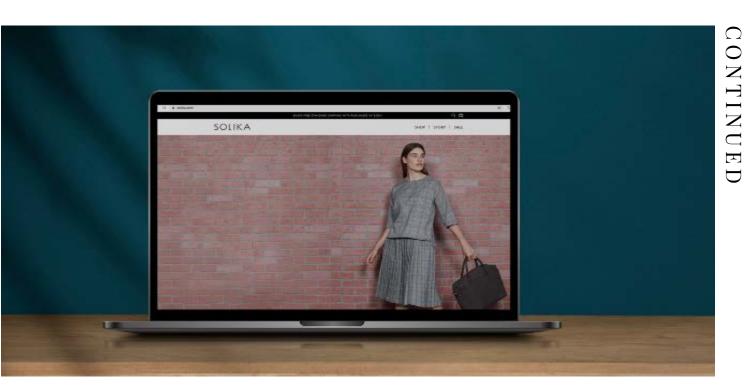




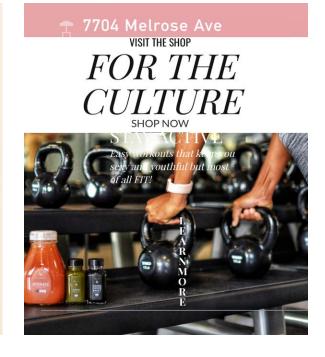


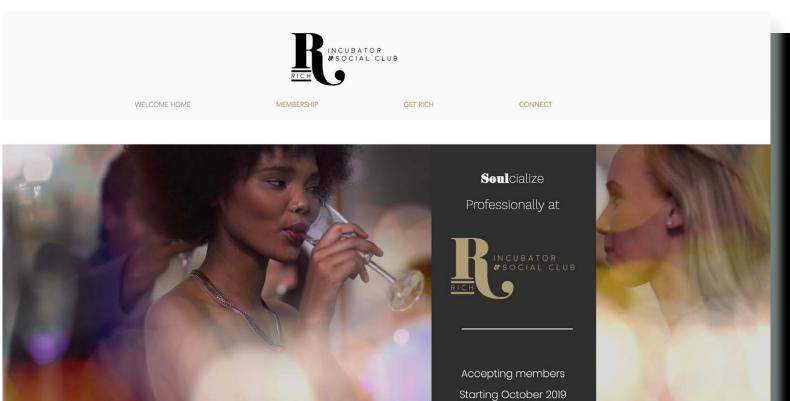
# WEB

#### **FOR BRAND**



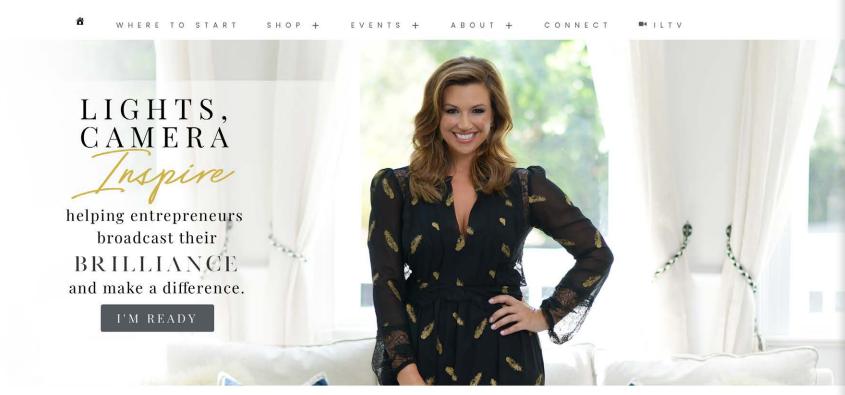






# WEB

#### INSPIRED INVING





know US

Designed by Entrepreneurs for Entrepreneurs, Inspired

#### **FOR PERSONALITY**

# OUR TEAM

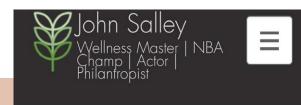
helps you bring\_

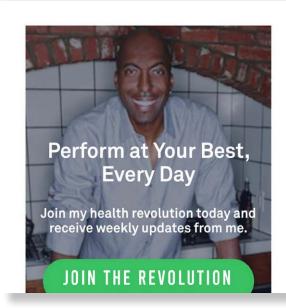
YOUR MESSAGE TO THE WORLD.

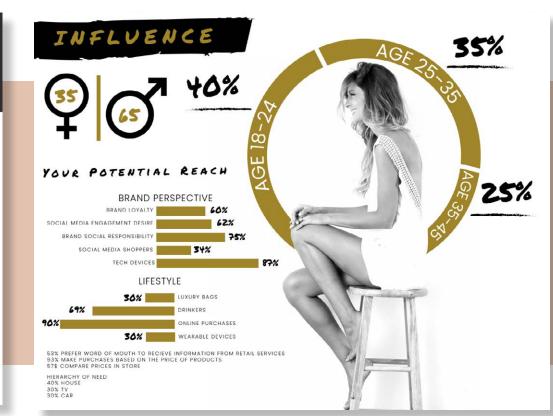


We know how well-known experts build their celebrity brands, and we can help you reach that level (no matter where you're starting from). We help talented entrepreneur







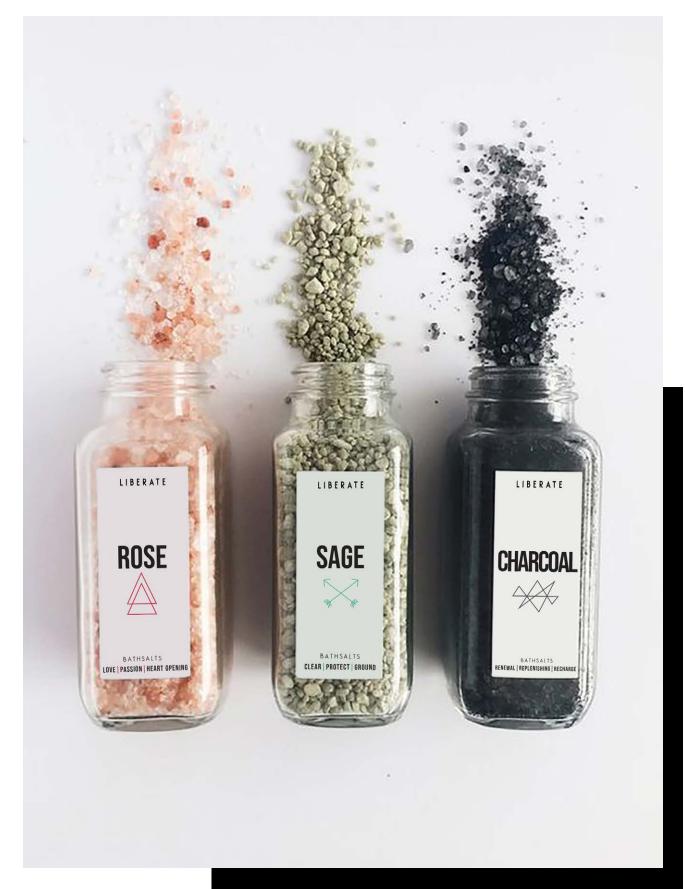








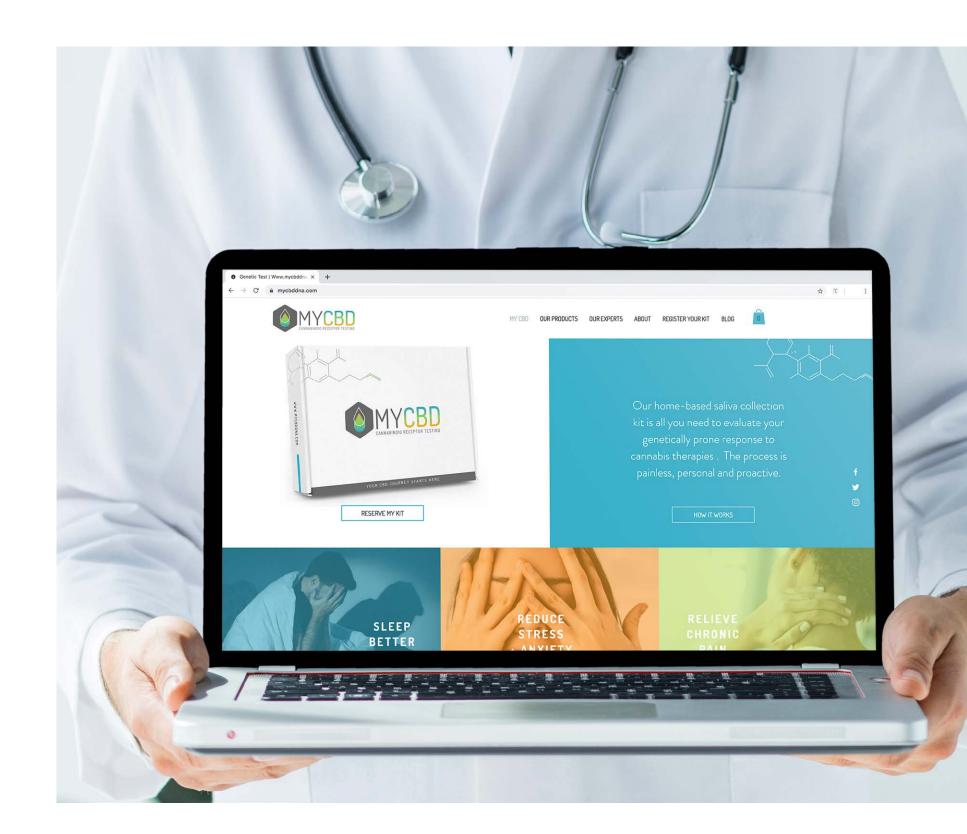
# **BEAUTY**

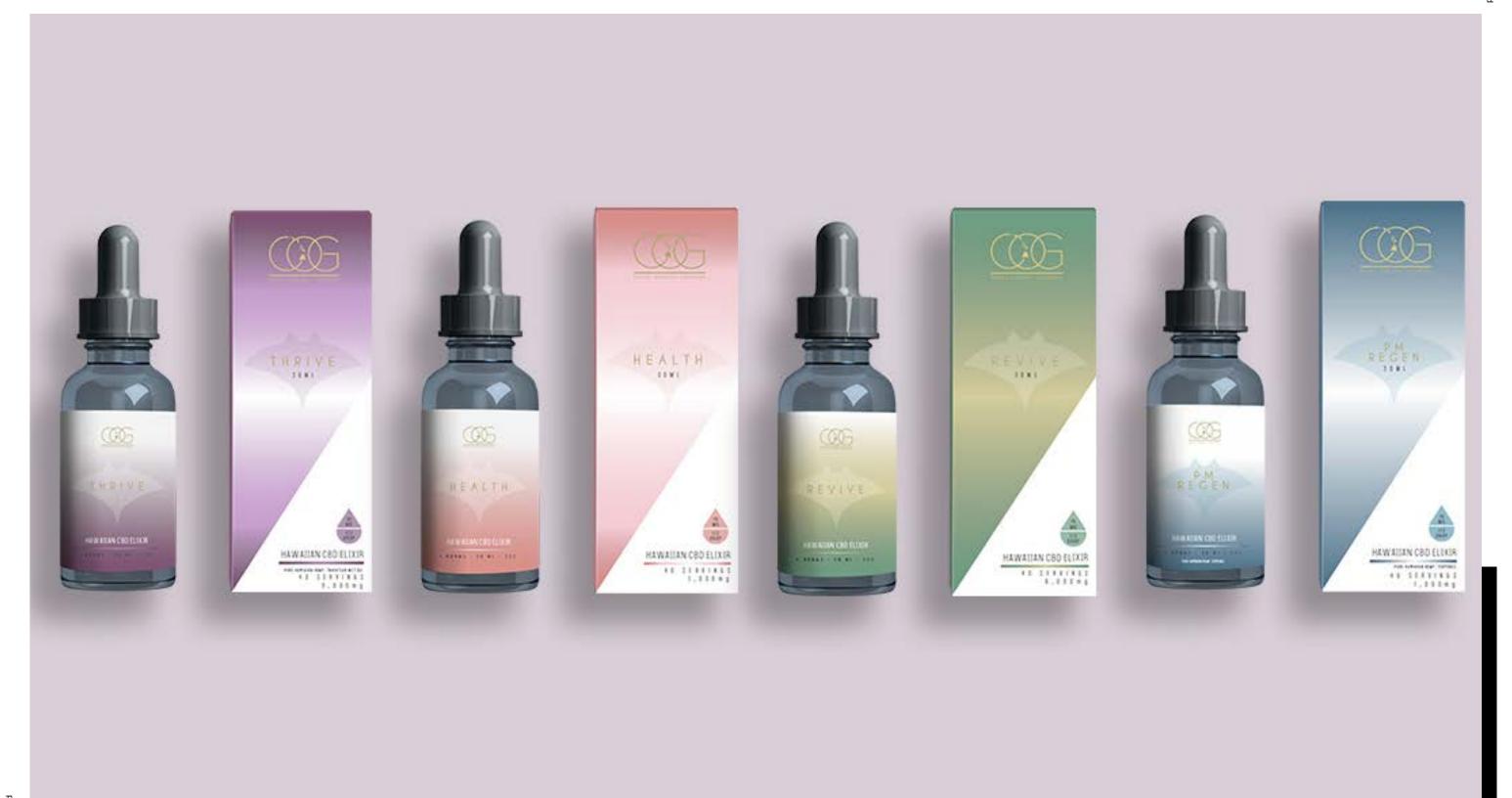




# HEALTH







#### **HEALTH CONTINUED**











# BEVERAGE

















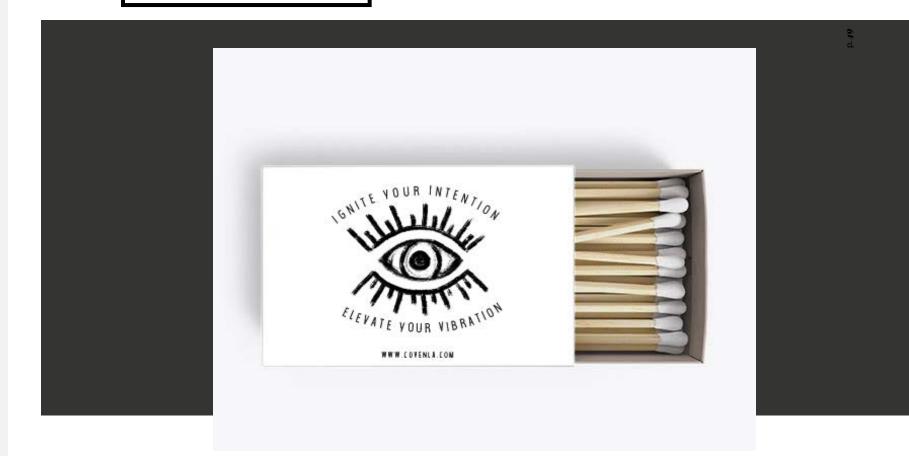








# **APOTHECARY**





case studies

#### GLOBAL WELLNESS DAY



# client goals

Four Seasons engaged us to help them maximize awareness for their **Global Wellness Day** campaign

# how we did it

- // Created a buzz by securing top-tier media
- // Handpicked key influencers and tastemakers in health and wellness space to attend and share with their audience
- // Started an ambassador program to create long-term partnerships
- // Created strategic partnerships with Global Green & Rainbeau Mars Lifestyles
  // Implemented greening



Top Tweet earned 12.5K impressions

Kicked off #GlobalWellnessDay with yoga by @rainbeaumars on our rooftop helipad! #FSWellness [] pic.twitter.com/s5eolez4oe



**£7**3 ♥ 22

View Tweet activity

View all Tweet activity

Top mention earned 154 engagements



Say YES to #GlobalWellnessDay tomorrow @FSLosAngeles w/ sunrise yoga, #FSWellness food&more! bit.ly/10QzjKO pic.twitter.com/siSw9hAGjS







client impact

// 48.7 Million media impressions // Over 20M social media impressions (across all platforms)

// Increased revenue and reduced bottom line cost for the Beverly Hills location // Developed consumer product programs for their spas

# client goals

The "All It Takes" and "Hooplife Foundation" engaged us to create a memorable fundraising experience for their VIP guest.

# how we did it

// Implemented our 360 view model and produced branded Hooplife activations

//Secured top-tier media with Access Hollywood exclusive

// Secured celebrity Creative production & theming/design

// Supplier & budget management

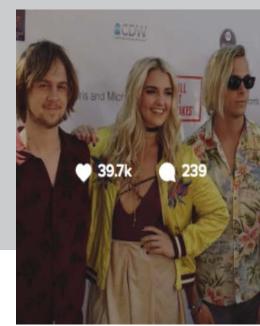
// Event management & staffing

// Celebrity wrangling

// PR & social media (pre and post)

// Running schedules













// Helped Soho House brand reach a new demographic of African American women ages 25-35, garnering new memberships for the company from event. // 10% increase in memberships, among African American women within the month following the event alone.

#### WIENERSCHNITZEL

#### PACKAGING I CORPORATE UNIFORM PROGRAM











wienerschnitzel 🐡

# Our Plan for Stephen Gould

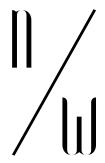
3-6 MONTH PLAN

- + Create a brand vibe for the SG Los Angeles Offices
- + Produce that vibe across all social platforms with a focused strategy on new Business.
- + Utilize current SGLA hit list and create marketing strategies + materials to reach out to secure meetings (marketing materials could include but not limited to: decks, sell sheets, one pagers, brochures, newsletters, etc)
- + Design+ execute marketing campaigns for ads and promotions
- + Generate ROI!!!

Monthly: \$5,500K

\*\*Please note, we can also scale this list down to meet the needs of your budget

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#### LETS CHANGE THE WORLD

JANUARY@NEWWORLDLA.COM