

NEW WORLD AGENCY



AGENCY PROFILE

MISSION

VISION

VALUES

RULES

THE TEAM

CAPABILITIES

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agency profile

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.

TEAM MOVES

03

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.

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.

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



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

1

MAKE IT HAPPEN
Early mornings, late nights, whatever it takes.

2

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

PARTNERS

PAST + PRESENT



**MEET
THE
TEAM**



January Neal
FOUNDER + *CEO*



Jessica Unamuno
**CREATIVE DIRECTOR +
*MANAGING PARTNER***



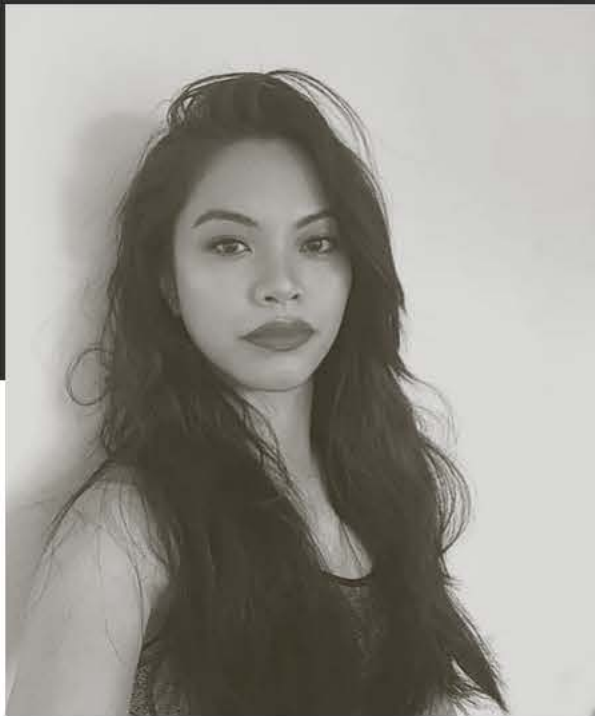
Jordan Jones
CONTENT MANAGER



Adriane Leigh
SENIOR DESIGNER



Kayla Klessen
GRAPHIC DESIGNER



Joanna Eve
GRAPHIC DESIGNER

CAPABILITIES



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.



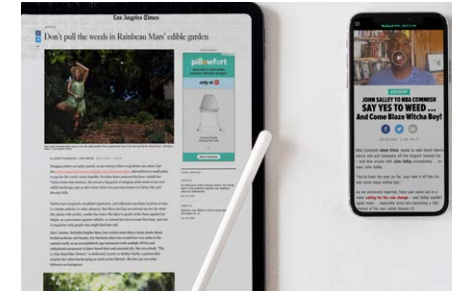
MARKETING + CAMPAIGNS

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

CAPABILITIES

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.



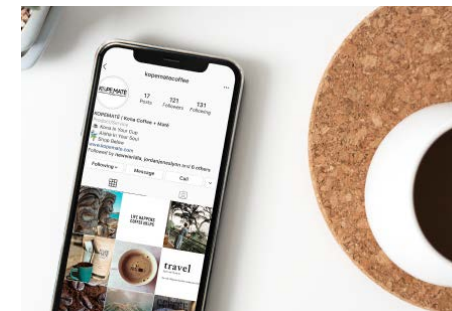
CURATED EVENTS

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.

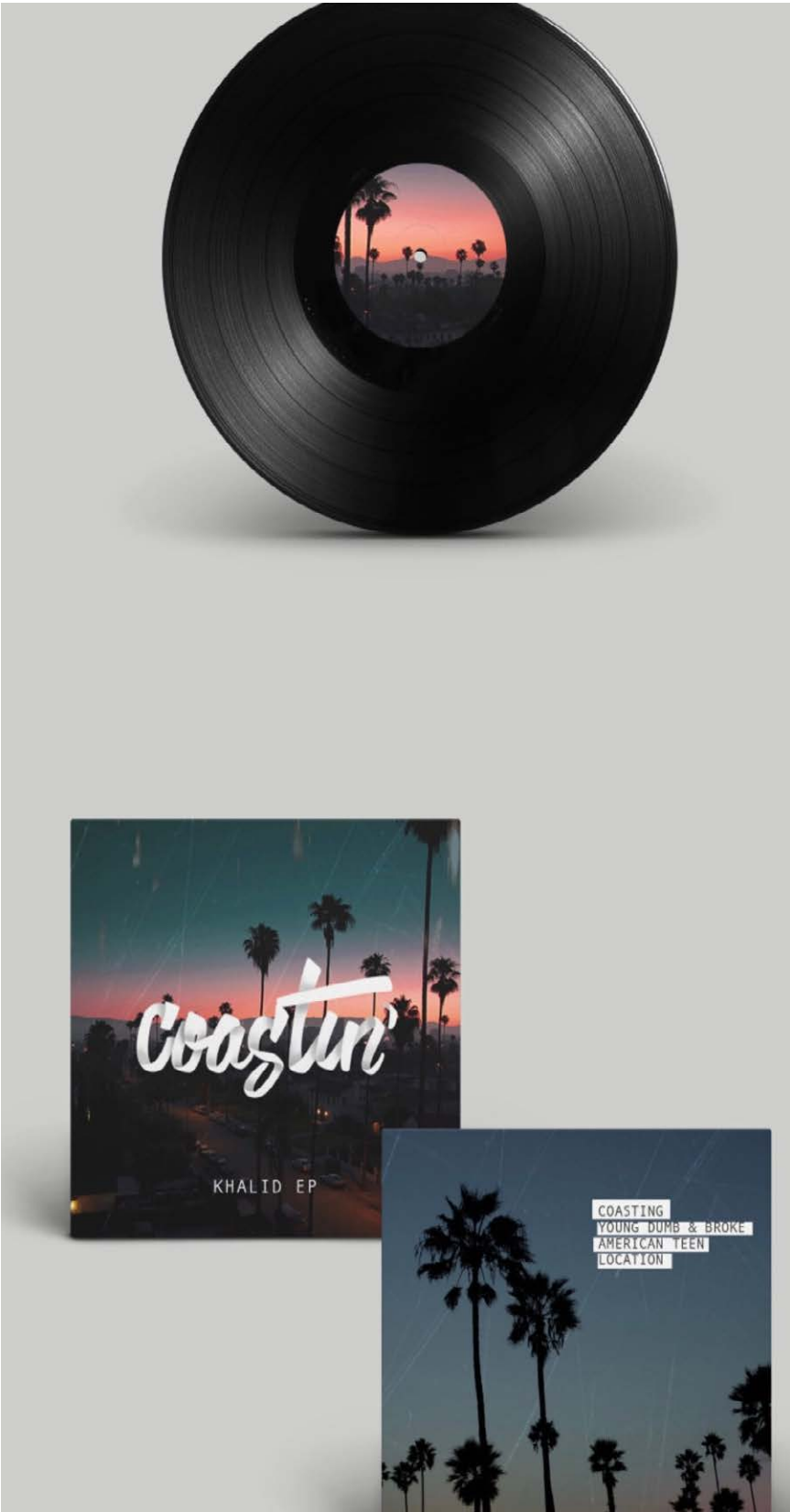


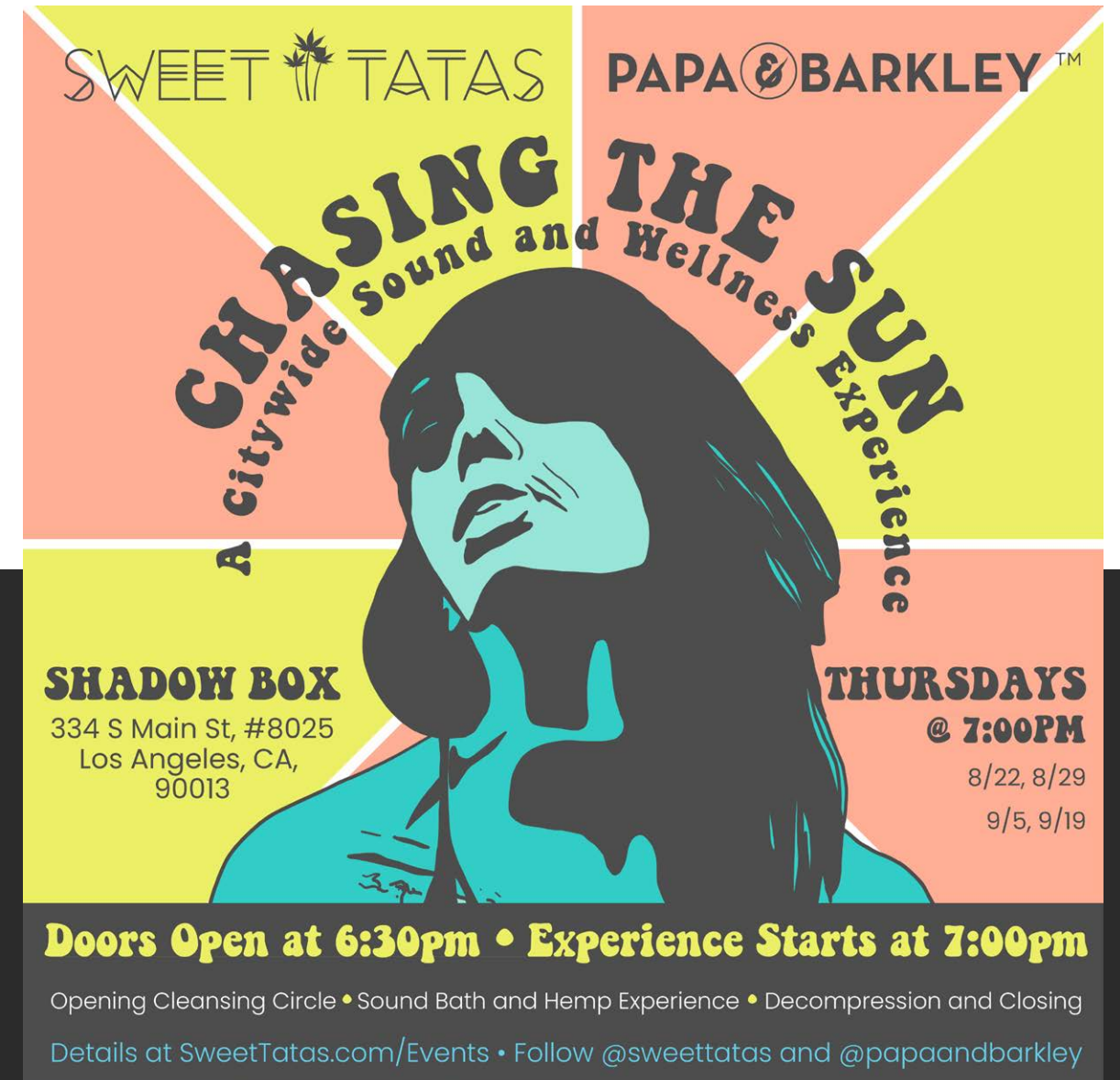
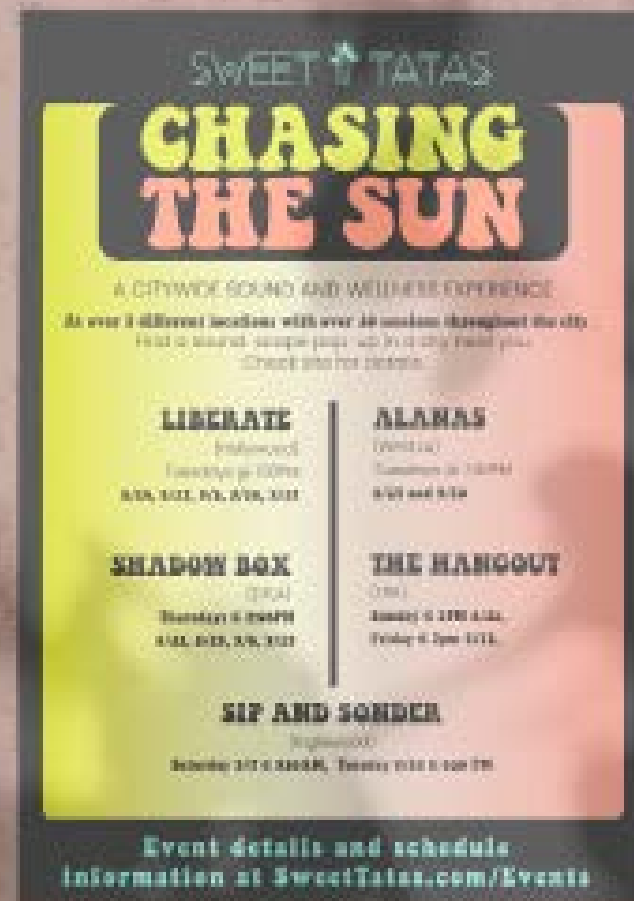


marketing &

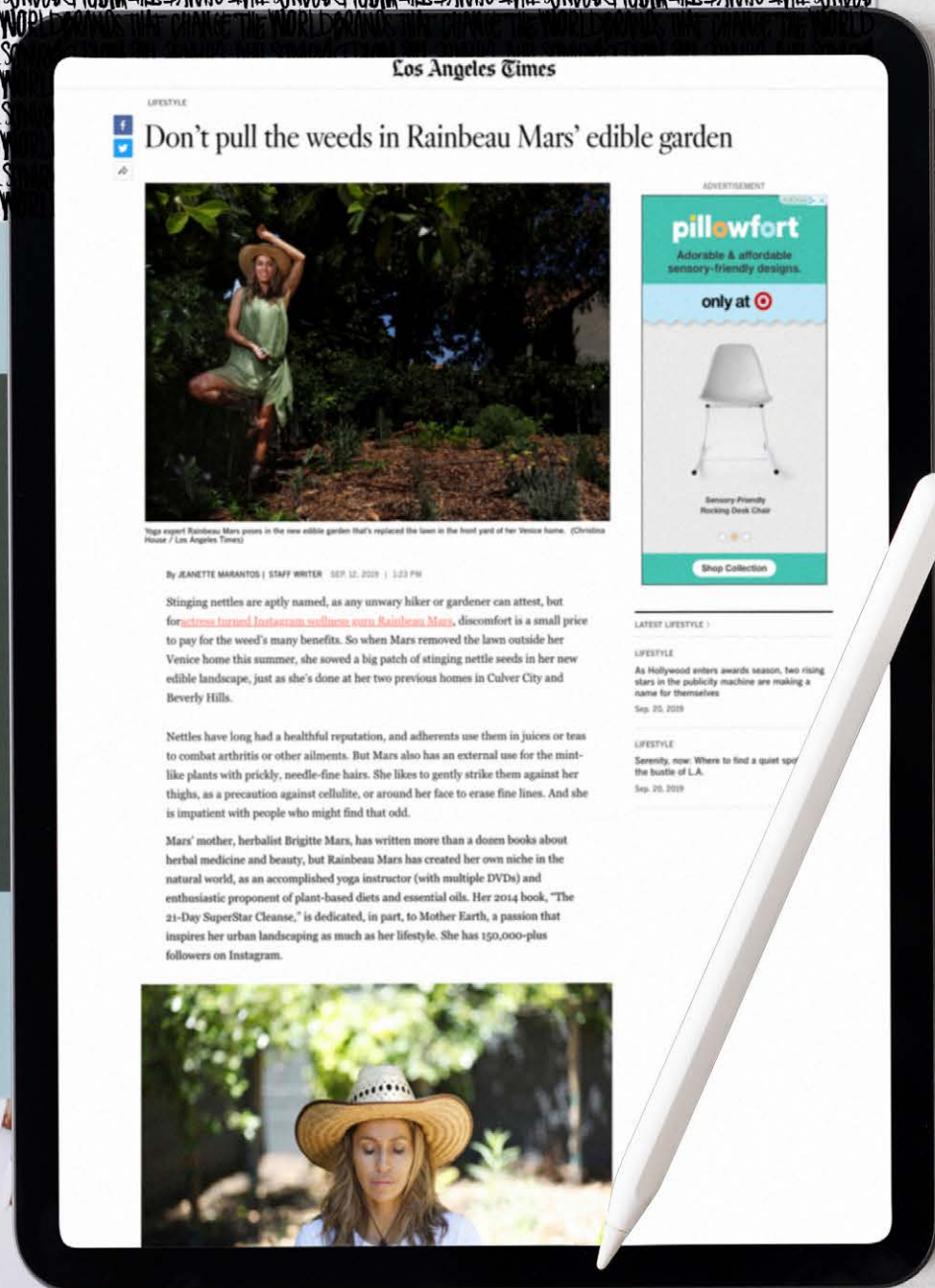
CAMPAIGNS

marketing +CAMPAIGNS





PRESS



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design & BRANDING



lifestyle



revenueacademy



WHO WE ARE

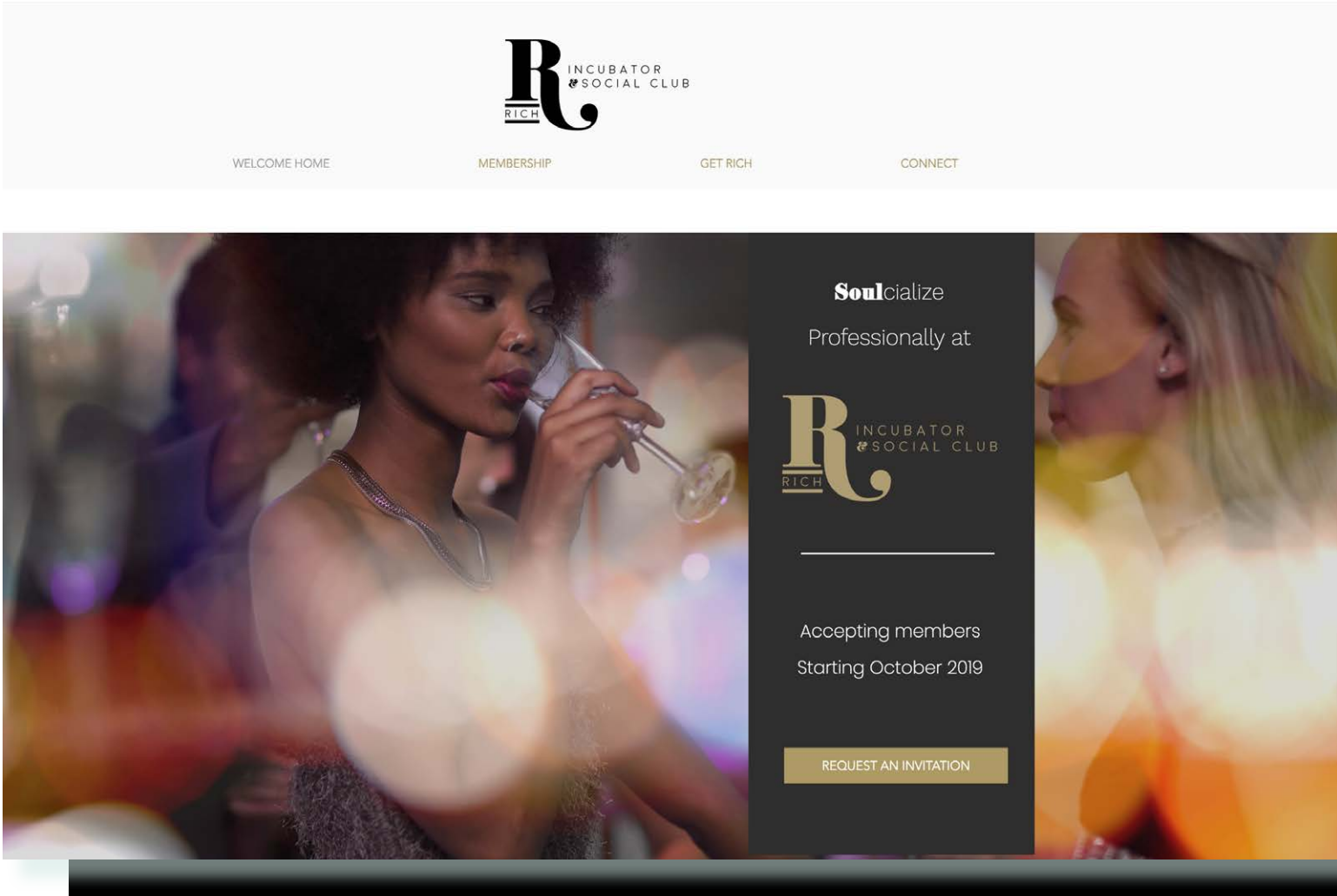
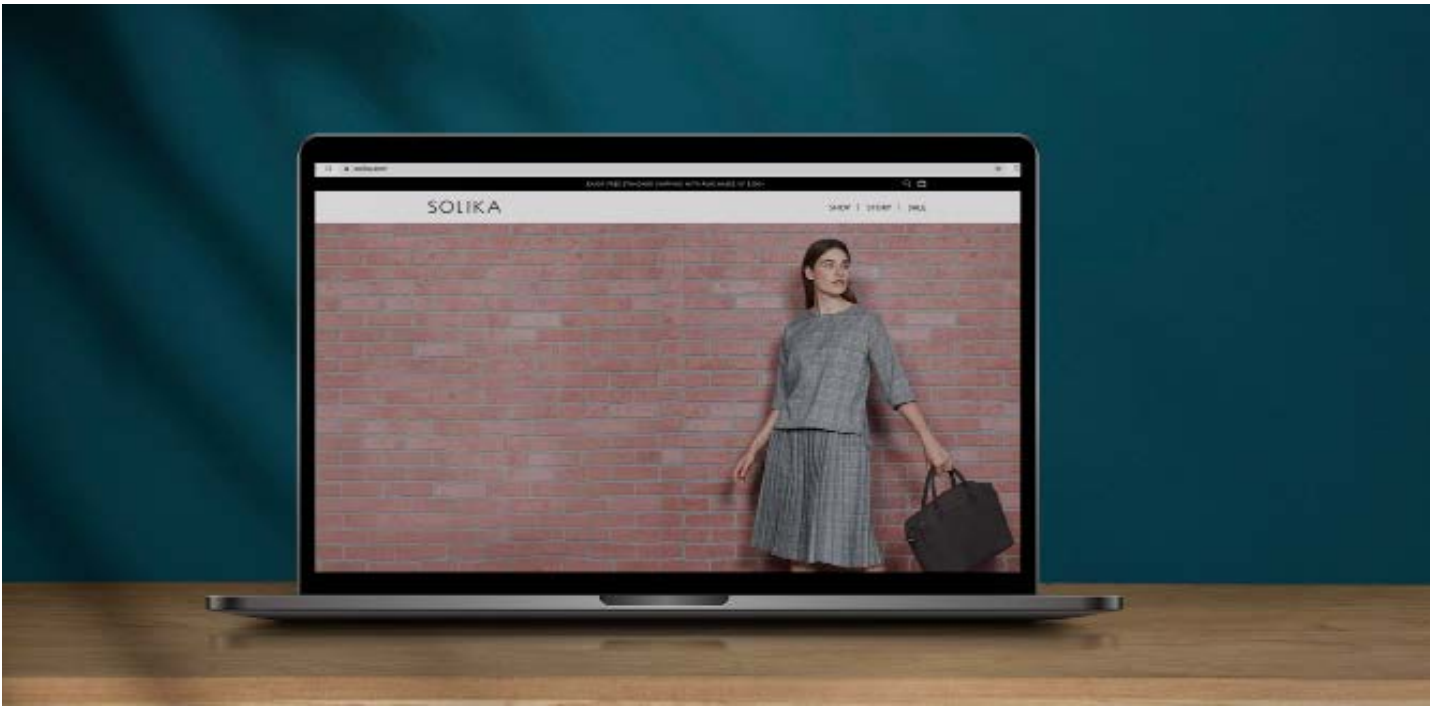
We are a team of passionate, seasoned experts helping professionals and companies reach their maximum impact by working together as One Revenue Team.

HOW WE DO IT

WEB

FOR BRAND

CONTINUED





FOR PERSONALITY

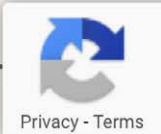
OUR TEAM

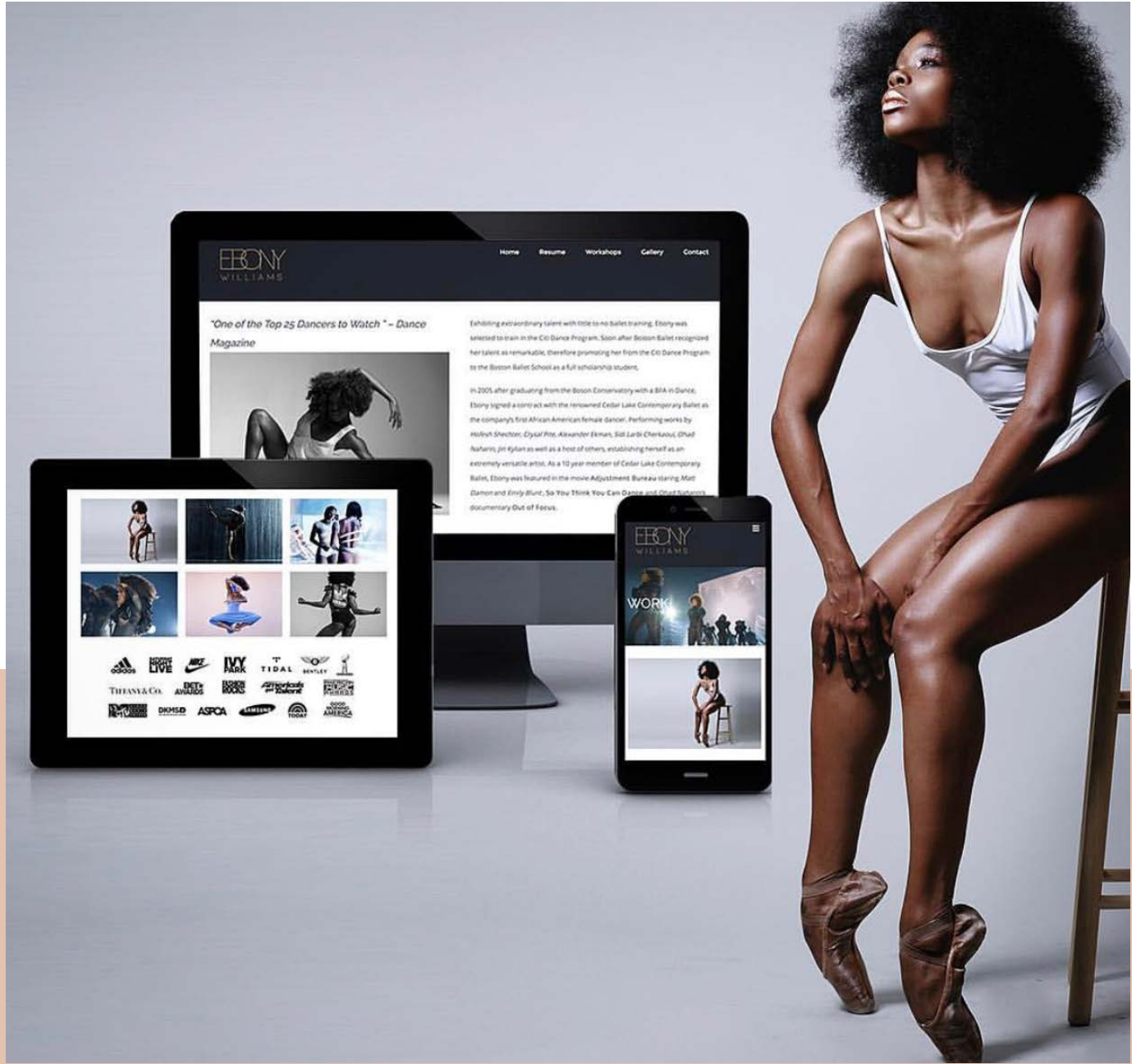
helps you bring

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





WEB FOR PERSONALITY CONTINUED

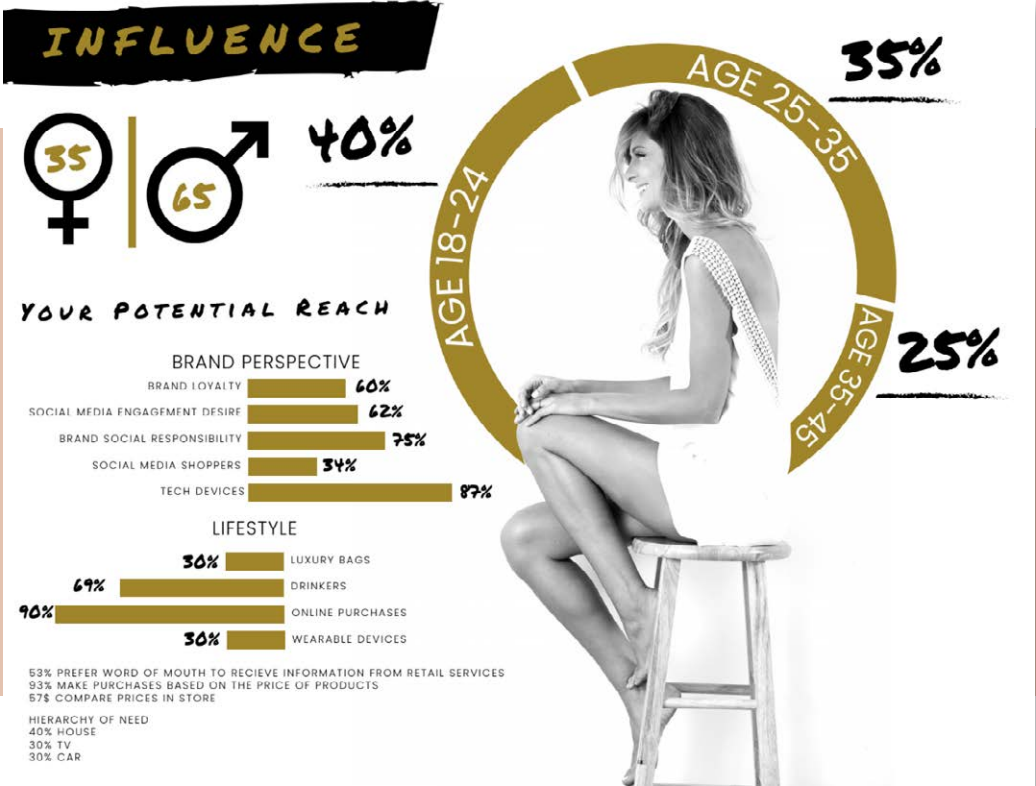


John Salley
Wellness Master | NBA Champ | Actor | Philanthropist

Perform at Your Best,
Every Day

Join my health revolution today and
receive weekly updates from me.

JOIN THE REVOLUTION



BEAUTY



BEAUTY

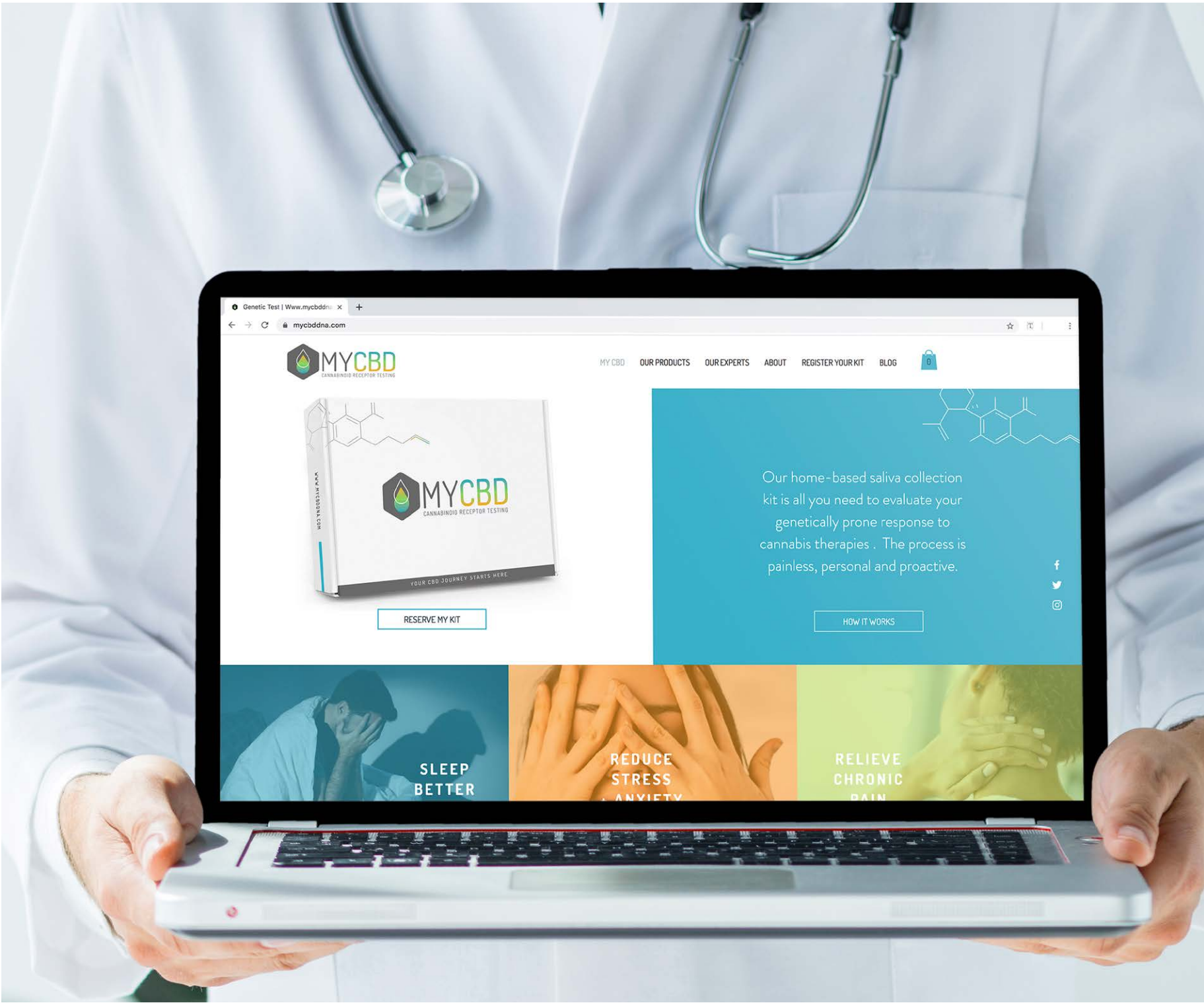


CONTINUED





STREETWEAR





HEALTH CONTINUED



BEVERAGE





BEVERAGE CONTINUED

APOTHECARY



case STUDIES



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



3 retweets 22 likes
[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 154 engagements
 Young Hollywood
@younghollywood · Jun 10
Say YES to #GlobalWellnessDay tomorrow @FSLosAngeles w/ sunrise yoga, #FSWellness food&more! bit.ly/1OQzjKO
pic.twitter.com/siSw9hAGjS



1 reply 42 retweets 63 likes



client impact

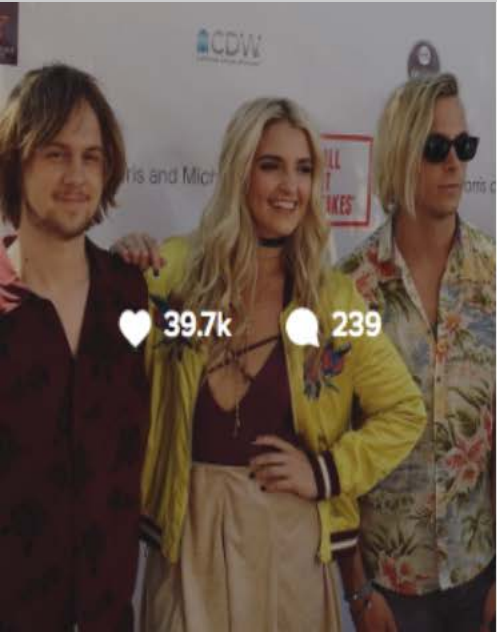
- // 48.7 Million media impressions // Over 20M social media impressions (across all platforms)
- // Increased revenue and reduced bottom line cost for the Beverly Hills location // Developed consumer product programs for their spas

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 Hoopliflife 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



client impact

// 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 | CORPORATE UNIFORM PROGRAM



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

RELATIONSHIPS ARE EQUITY AND HUSTLE IS CAPITAL
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LETS CHANGE THE WORLD

JANUARY@NEWWORLDDLA.COM