



WE CREATE
BRANDS
THAT CHANGE THE WORLD

CALIFORNIA • NEW YORK • TEXAS • FLORIDA • GEORGIA • TENNESSEE • LOUISIANA

2024

THIS IS US

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

We don't play it safe. We focus on industry transformation. We are a 360 degree Creative Marketing agency specializing in everything creative.

AT THE HEART OF OUR MISSION

lies the belief that a brand has the power to leave a lasting legacy, transforming the world. We are dedicated to crafting brands that captivate, inspire, and make an indelible mark. With captivating visuals, compelling content, widespread awareness, exceptional products, and unforgettable experiences, we shape brands that stand the test of time.

Let us embark on a journey together, unlocking the true potential of your brand and creating a legacy that resonates with generations to come. Together, we will change the world, one brand at a time.

50

COMBINED YEARS
EXPERIENCE

HUNDREDS

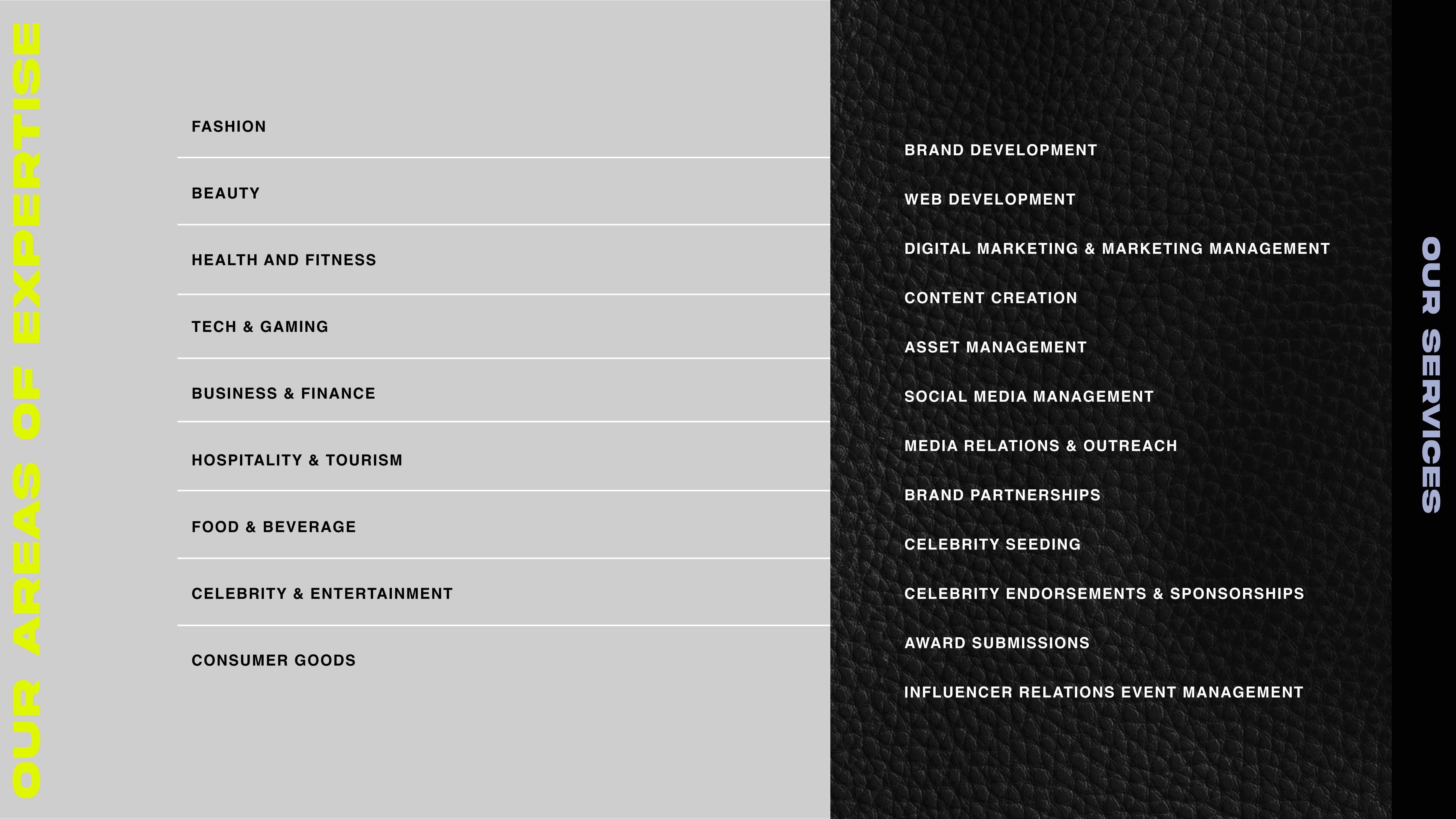
OF BRANDS AND
COUNTING

**1K + SUCCESSFUL
CAMPAIGNS**

AND COUNTING

9 EMPLOYEES
12 CONSULTANTS

NEWWORLDLA.COM



OUR AREAS OF EXPERTISE

FASHION

BEAUTY

HEALTH AND FITNESS

TECH & GAMING

BUSINESS & FINANCE

HOSPITALITY & TOURISM

FOOD & BEVERAGE

CELEBRITY & ENTERTAINMENT

CONSUMER GOODS

BRAND DEVELOPMENT

WEB DEVELOPMENT

DIGITAL MARKETING & MARKETING MANAGEMENT

CONTENT CREATION

ASSET MANAGEMENT

SOCIAL MEDIA MANAGEMENT

MEDIA RELATIONS & OUTREACH

BRAND PARTNERSHIPS

CELEBRITY SEEDING

CELEBRITY ENDORSEMENTS & SPONSORSHIPS

AWARD SUBMISSIONS

INFLUENCER RELATIONS EVENT MANAGEMENT

OUR SERVICES

MEET THE FOUNDER



JANUARY NEAL

A story teller, marketing maven and founder, January has spearheaded campaigns for major entertainment brands, leaving her mark on iconic brands like Spider-Man and Ghostbusters. In 2015, she launched her own company, pioneering a fusion of culture and marketing. With 15+ years of experience driving multi-million-dollar businesses, she is a strategic powerhouse, renowned for her ability to elevate brands and generate revenue. Passionate, creative, and results-driven, she's dedicated to delivering exceptional outcomes and shaping the future of marketing.

MEET THE TEAM



Jessica Unamuno
SVP of Marketing and Creative



Elissa Butcher
VP of PR and Communications



Melanie Rose
VP of Operations



Shannon Jancula
Director of Photography



Chanti Randolph
Director of Marketing



Lauren Schorr
Graphic Designer



Sylvia Calhoun
Social Media Coordinator



Bethany Peranio
Manager of Digital Marketing



Harold Vancol
Interactive, Tech and Gaming Partner



Linda Evans
Finance and Accounting

PARTNERSHIP

LOYALTY

TRUST

OUR PARTNERS

At New World we are fueled by the love for what we do! But we owe our triumphs to the amazing clients who entrust us with their businesses, allowing us to transform their visions into reality.

When we embark on a partnership, something magical happens. We merge our strengths and talents, forming an unstoppable force that fearlessly tackles any challenge in our path. Together, we create a bond that transcends mere collaboration, becoming a united team bound by a shared purpose.

Together, we thrive, creating a legacy that will resonate for generations to come.

LET’S CHANGE THE WORLD!



AND MANY MORE

NEW WORLD LA AGENCY

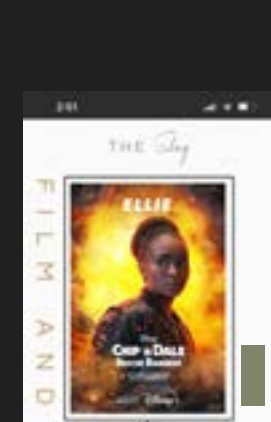
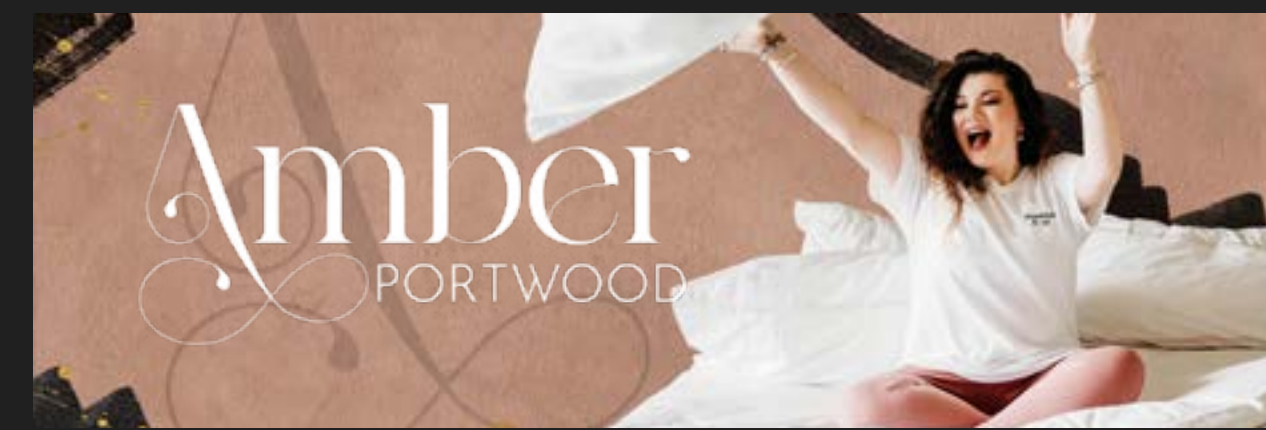
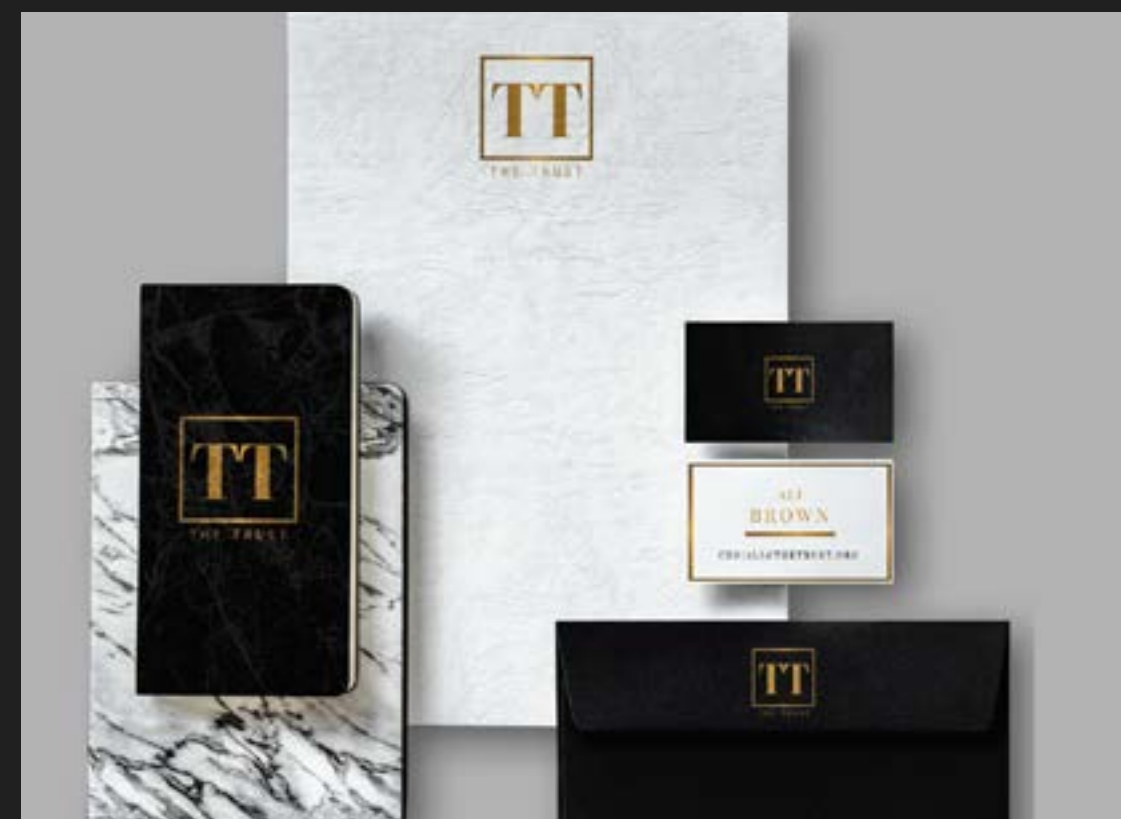
BRANDING

We help you clearly define your brand with values, promises, identity, differentiation, market position, messaging, and experience.

Our complete in-house design team, developers, and executive creative staff work in tandem to turn a vision into reality.

We proudly offer:

- **Brand Strategy**
- **Brand Identity**
- **Logo Design**
- **Brand Style Guides**
- **Social Media**
- **Email Branding**
- **Brand Messaging**
- **Web / User Experience Design**



IDENTITY

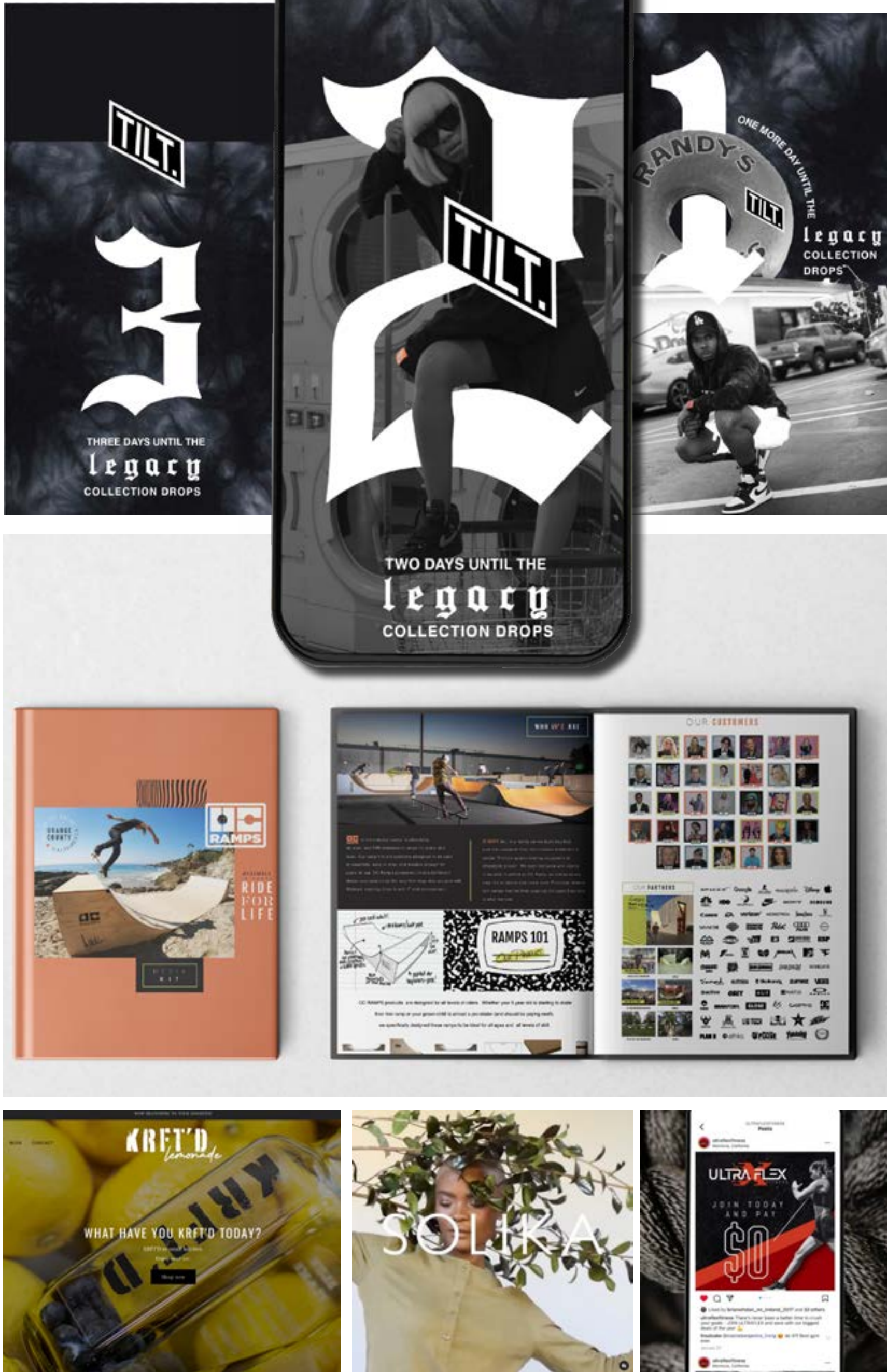
EXPERIENCE

PRESENCE

STRATEGY

CREATION

EXECUTION



MARKETING

Unleash your potential for exponential growth with a customized marketing strategy that delivers tangible results and maximizes your ROI. Scale new heights and achieve breakthrough success with our targeted approach.

Enjoy services such as:

- Growth Consulting
- Web Development
- Campaign Ideation
- Collateral Design
- Application Development
- Content Creation
- Video Production
- Platform Optimization
- Paid Media
- Influncers
- Digital PR
- Licensing

PUBIC RELATIONS

Our PR team has spearheaded countless campaigns on behalf of esteemed brands, celebrities, and industry experts. Our expertise has garnered attention on a global scale, securing placements across renowned media outlets, such as:

The View, Today Show, Good Morning America, ABC World News, CNN, Dr. Phil, Dateline, Fox News, E!, Entertainment Tonight, Howard Stern, and many more. We leave an indelible mark in prestigious publications like the Wall Street Journal, New York Times, New York Post, New York Daily News, Los Angeles Times, TMZ, Cosmopolitan, GQ, Vanity Fair, Shape, InStyle, and numerous other influential publications.

Our track record speaks for itself. We have cultivated a reputation for delivering exceptional results, driving brand recognition, and amplifying cultural impact.

With New World, you gain access to a powerhouse team that leverages the art of storytelling and media influence.

VegNews

VegNews > News



Nick Cannon's LA Vegan Eatery to Host "Ode to Black Lives" Juneteenth Celebration

DRS

But I was working in New York and I moved to LA,

EXCLUSIVE

Shahs of Sunset's Asa Soltan Rahmati Gushes Over Her Baby Boy: "He's So Handsome It's Insane"

Bravo star also prepares for her big appearance on HSN

By MIKE VULPO, ALESSANDRA MORTELLARO

APR 21, 2017 4:30 PM TAGS



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f

Tweet

Asa Soltan Rahmati can't stop gushing about her baby boy.

marie claire

TRENDING

Motherhood and Work

Quiet L

How to Invest in Mutual Funds as a Beginner, According to a Financial Expert

Gone are the days when you had to call up a broker and make an appointment. There's an easier way to get started.

f



(image credit: Getty)

By Cassandra Cummins

Published April 13, 2023

inTouch

victim Cecile Fyehoy joined Pernilla and shared exciting news that she's engaged!



Watch on 

Pernilla Sjöholm Partnered With Leviev Diamonds.

As seen in the Tinder Swindler, Simon claimed to be the heir of Leviev Diamonds. However, Simon has no affiliation with the jewelry company or the family that runs the business. Now, Pernilla has partnered with the brand and created a bracelet with a special meaning.

"We designed all of us together a bracelet that says 'Stronger Together' which means that you are not alone, that you always are stronger together with other people because with everything that we went through, none of us could have done it alone," she explains. "It was a chain of reactions and everything, and it means so much to have someone by your side when you going through difficulties in life."



BABY JOY! THESE STARS HAVE WELCOMED BABIES SO FAR IN 2022

Los Angeles Times

LOG IN

L.A. Times Plants >

A guide to houseplants

PLANT PPL

Dr

PLANTS

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



Yoga expert Rainbeau Mars poses in the new edible garden that's replaced the lawn in the front yard of her Venice home. (Christina House / Los Angeles Times)

BY JEANETTE MARANTOS | STAFF WRITER

SEPT. 12, 2019 1:23 PM PT

The New York Times

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Spring

NONFICTION

What Is the Status of Trump's 'Big, Beautiful Wall'?

Share full article

13



The border wall prototypes on display. (Frank J. Brown/Agence France Press — Getty Images)

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'A Lot Of People Who Live Near The Border Want More Ports Of Entry': DW Gibson On Book '14 Miles: Building The Border Wall'

July 21, 2020 / 12:18 PM MDT | CBS Colorado



(CBS Local)– From the moment he became a presidential candidate, President Donald J. Trump has made border control and immigration two of his biggest talking points.

EXTRA

EXTRA

READ ALL ABOUT IT

BRAND PARTNERSHIPS

IDENTITY

EXPERIENCE

PRESENCE

The brand landscape is constantly evolving, presenting endless opportunities for growth and innovation. We exist to guide our partners through this dynamic landscape, helping them capitalize on trends and shape the future. It is our job to help our clients on a transformative journey where we push boundaries, unlock potential, and create a legacy that resonates with audiences.

MILEY CYRUS



CEDRIC THE ENTERTAINER



TIFFANY MOON, RHOD



JULIA FOX



JOHN GOODMAN



CAPTAIN LEE



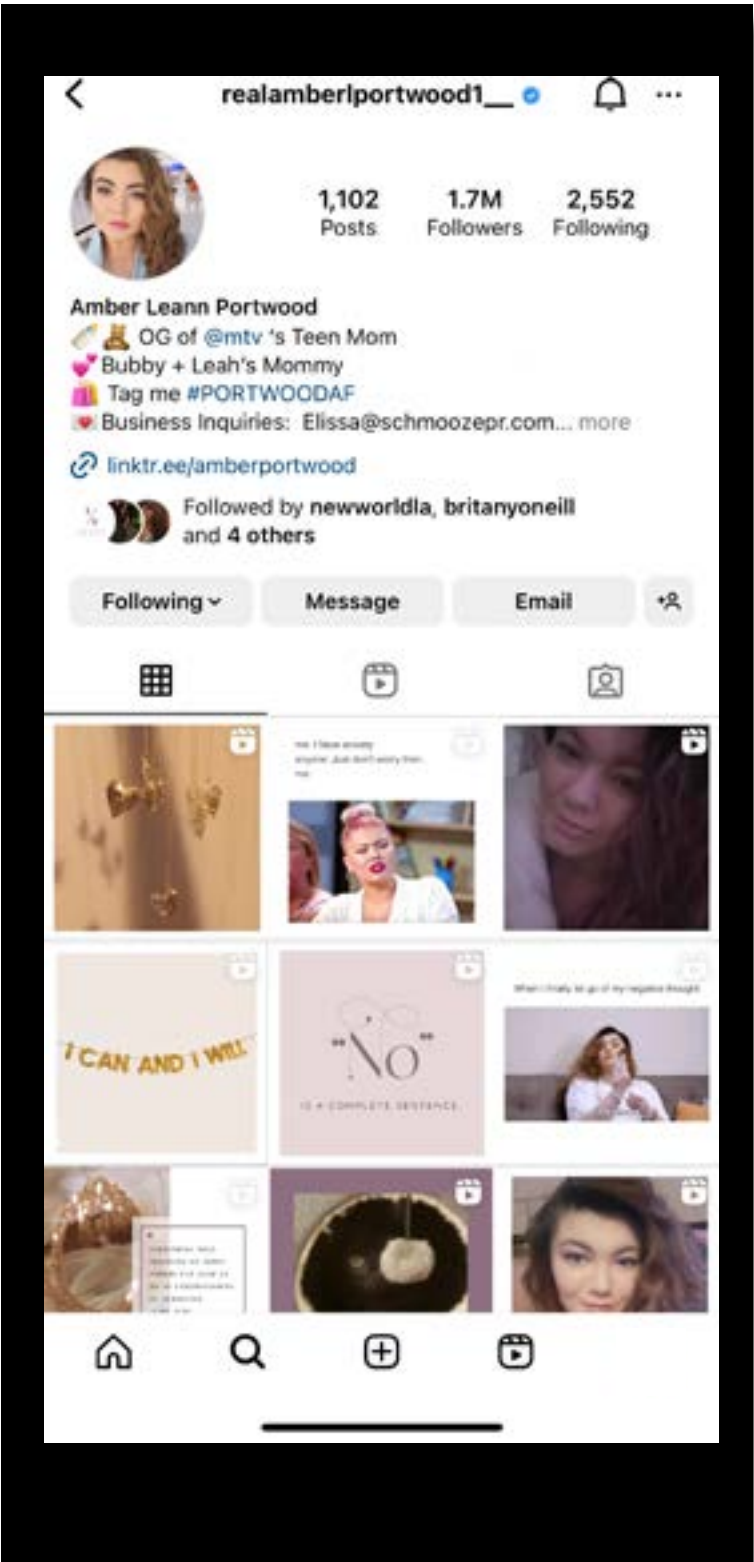
HALSEY

SOCIAL MEDIA

Our expert social media management team is dedicated to helping you realize your brand’s full potential on multiple platforms. With our customized strategies and innovative techniques, we’ll help you build a loyal following, drive engagement, and increase your revenue streams.

We can help you produce:

- Strategy
- Design
- Execution
- Engagement



STRATEGY

CREATION

EXECUTION



TECH + GAMING

We are so excited to be jumping into the world of Gaming. We have partnered with a few of the best in the business to be able to offer online gaming, mobile gaming, and app development.

As VR and AR technology improved, we have partnered with one of the first companies to start creating content for these new mediums. Their early adoption and passion for this technology has allowed them to excel into one of the leading interactive entertainment companies in the industry.

They have worked with some of the biggest companies in the world such as:

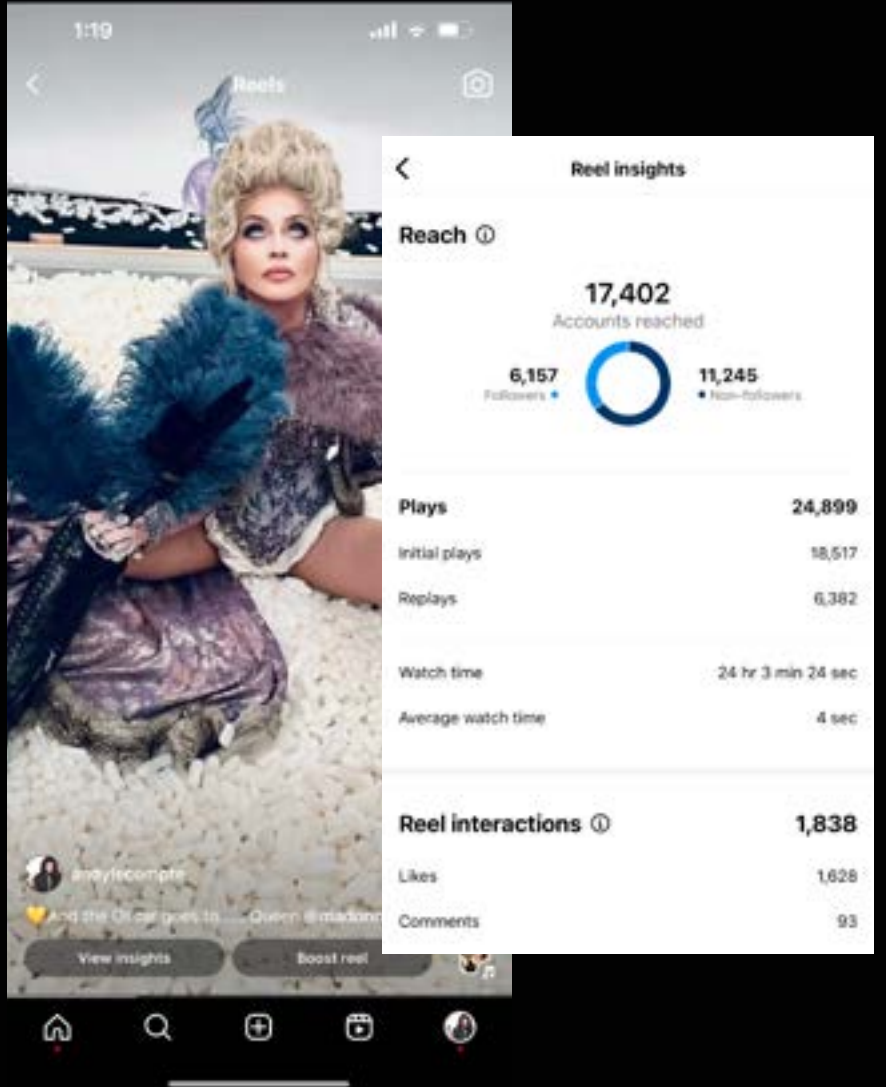
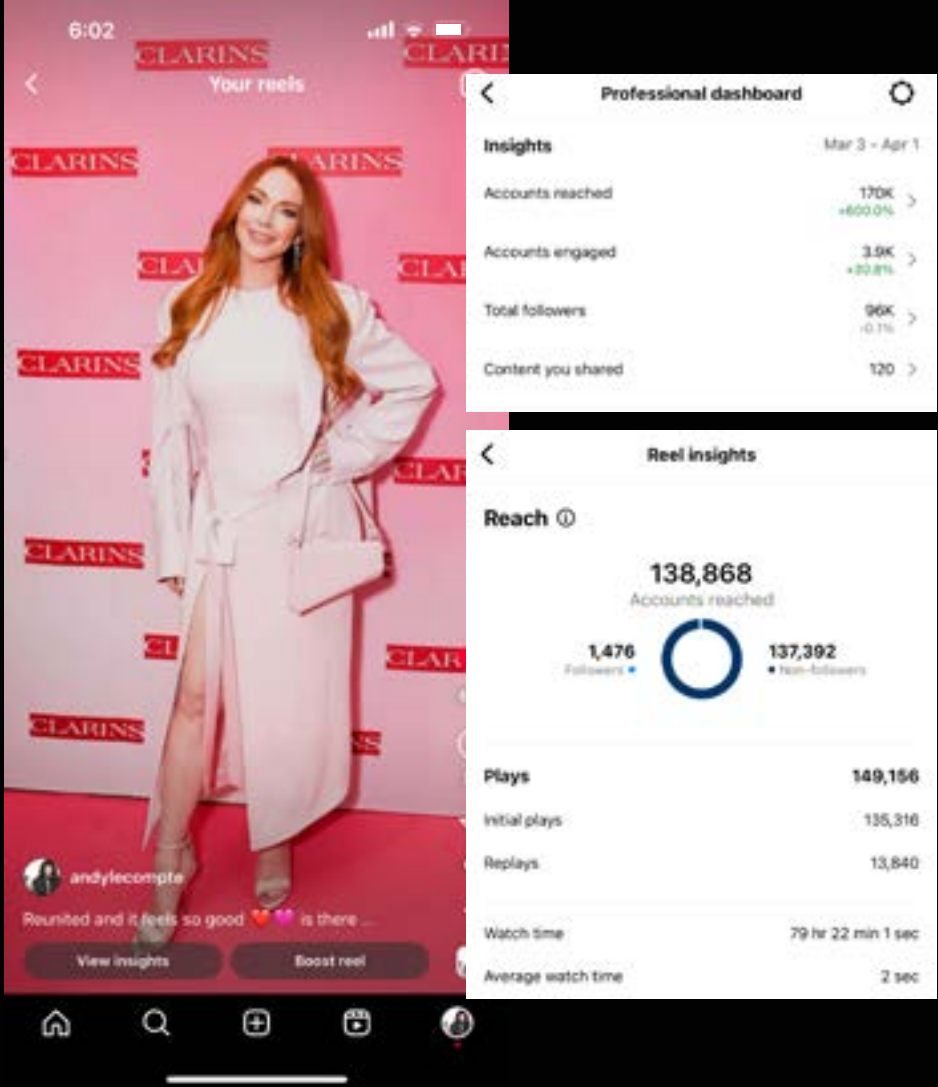
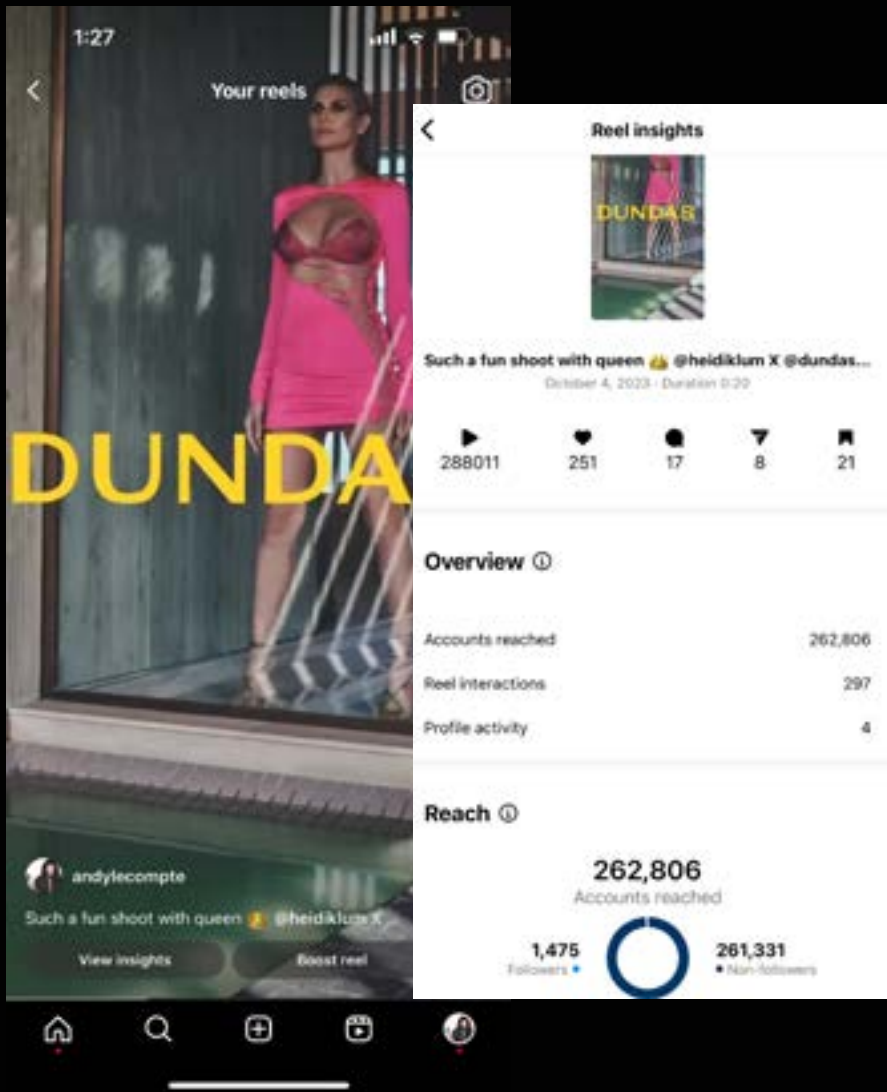
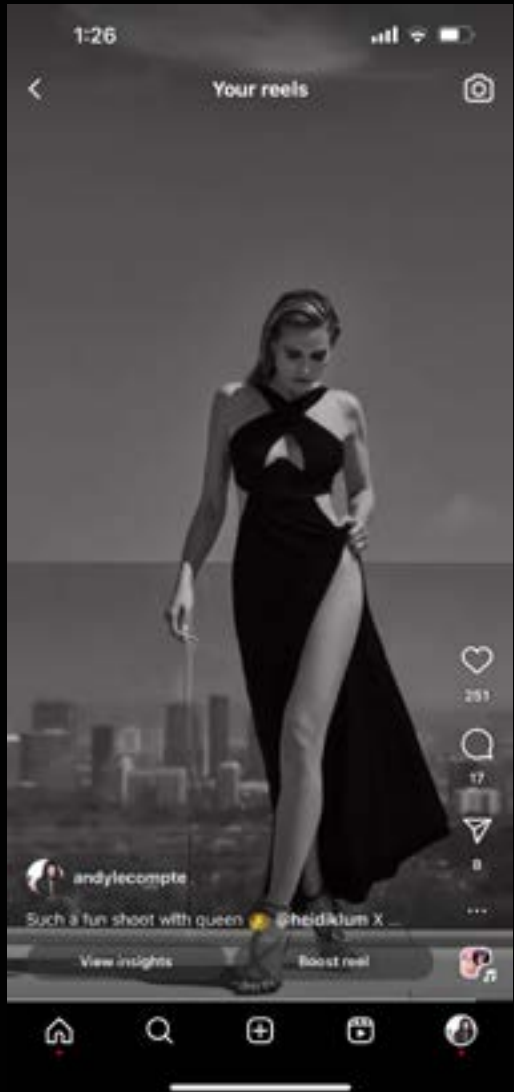
Blue Label Games, Konami Digital Entertainment, FX, Fox Sports, CBS Interactive, Google, Lionsgate, Oculus, HTC, Turner, Magic Leap, NBA, The Masters, PGA, Twitch, AT&T, Insomniac, and Nike, among others. Their indelible imprint can be seen on iconic video game franchises, including Metal Gear Solid, Dance Dance Revolution, Contra, Frogger, Castlevania, Silent Hill, the God of War franchise, and Death Stranding, as well as upcoming titles with partners such as Meta, Insomniac, and Sony.



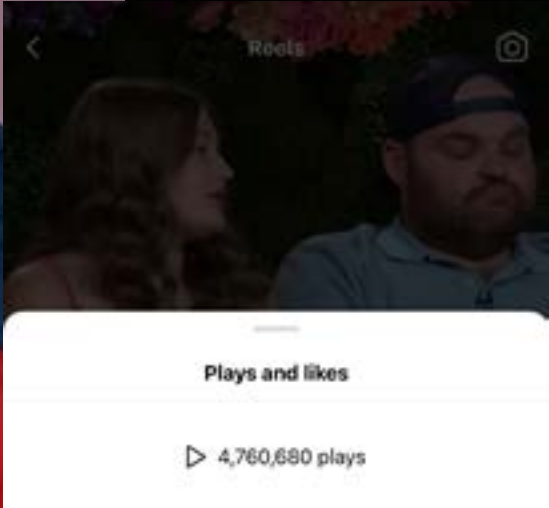
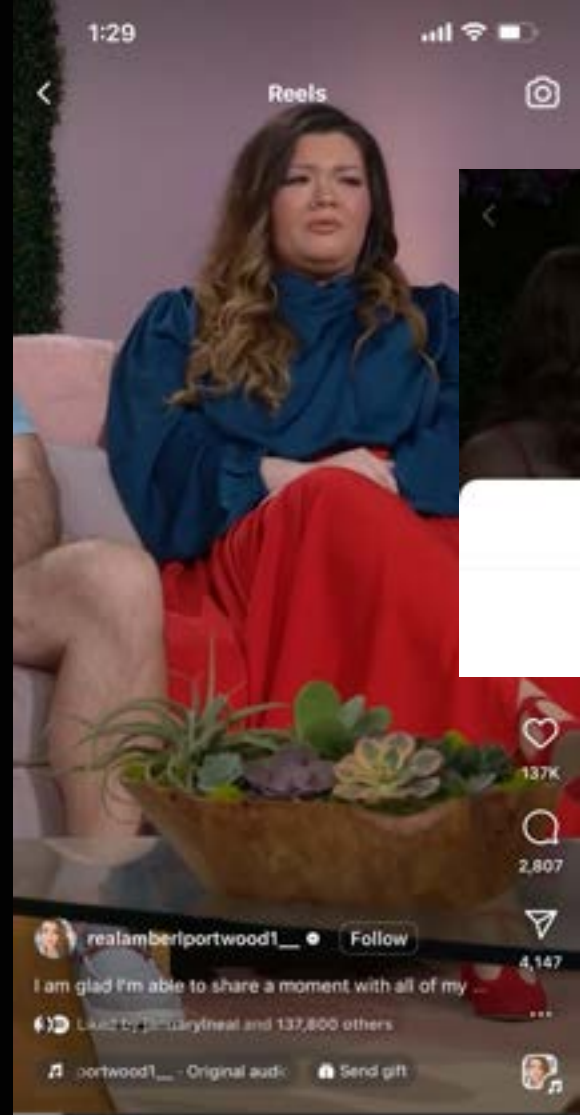
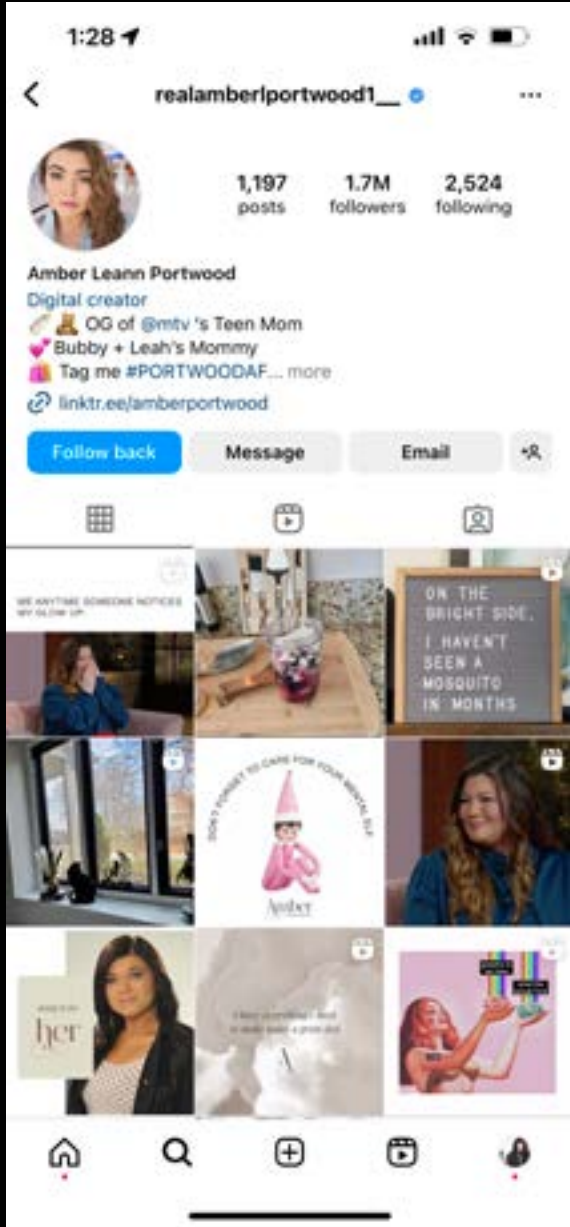
CASE STUDIES



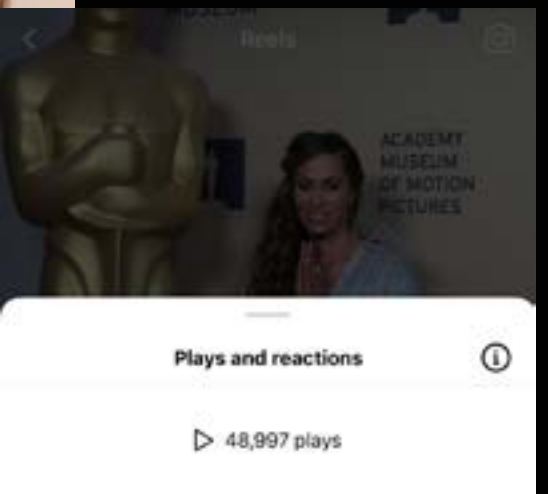
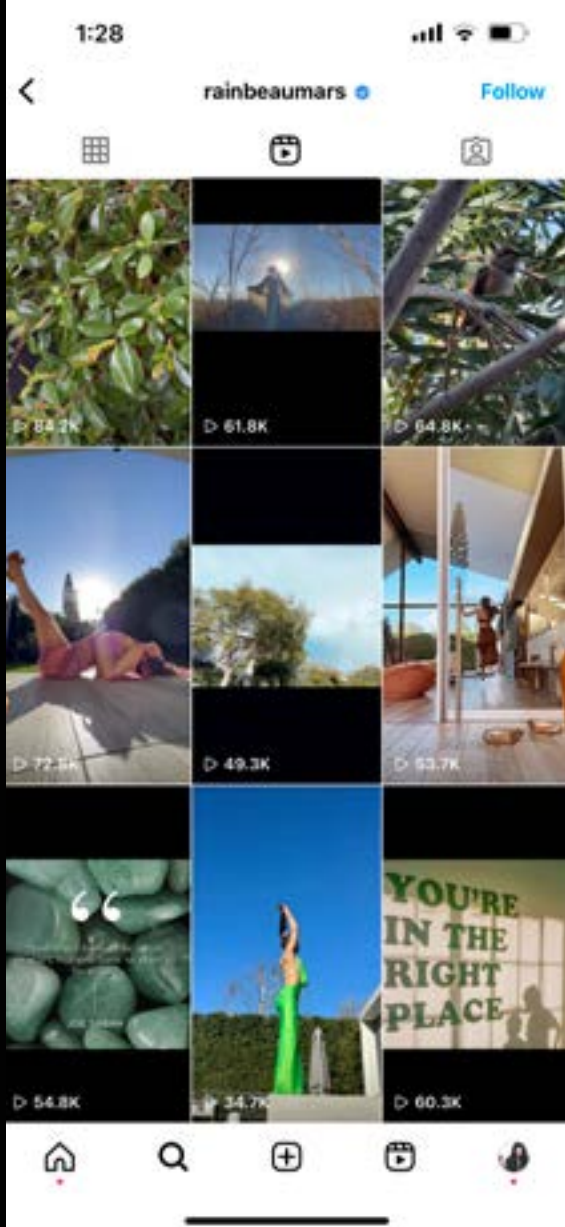
ANDY LECOMPTE



SOCIAL MEDIA CASE STUDIES



AMBER PORTWOOD



RAINBEAU MARS



1. META X KNOCKOUT LEAGUE X GRAB GAMES

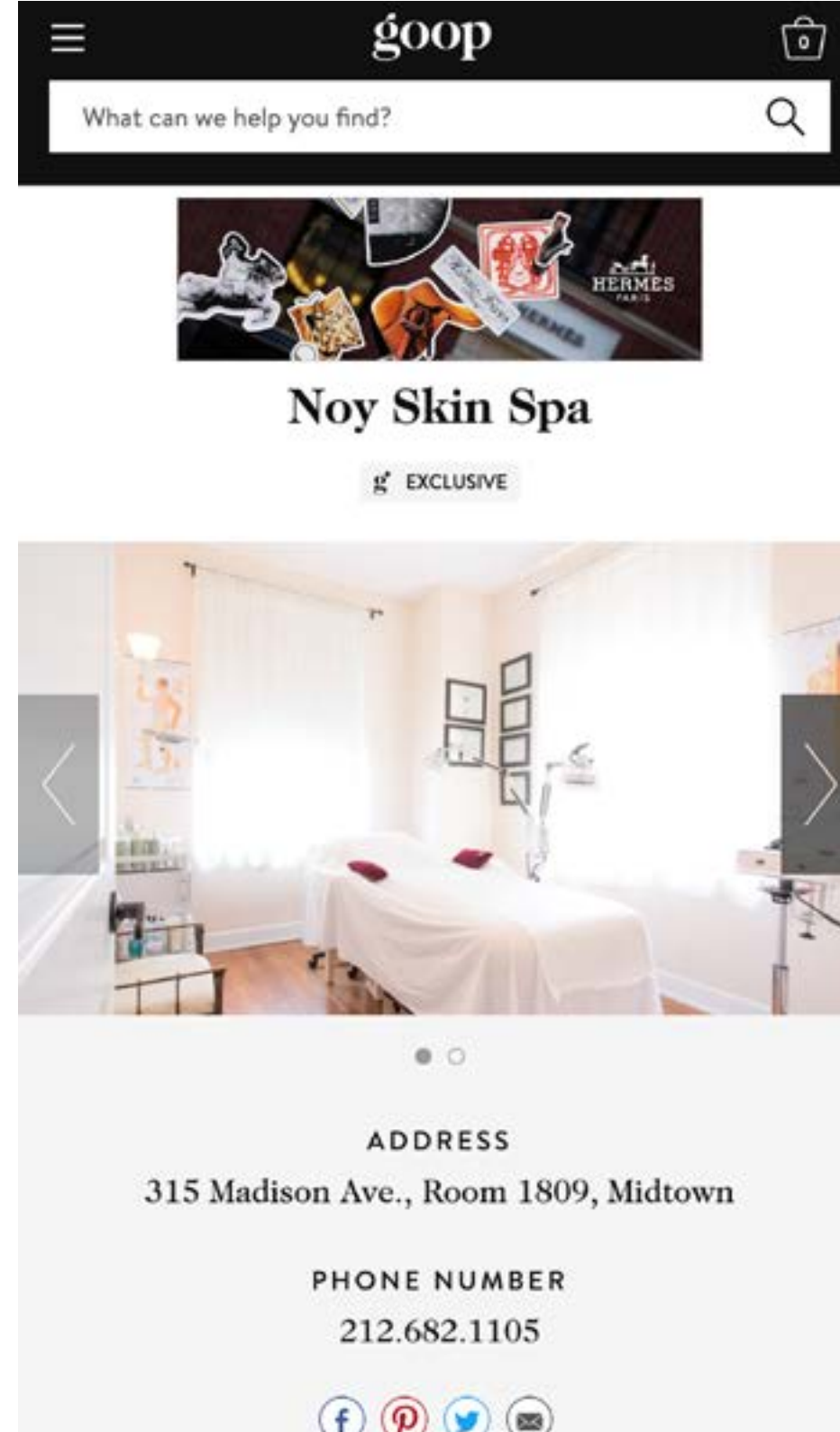
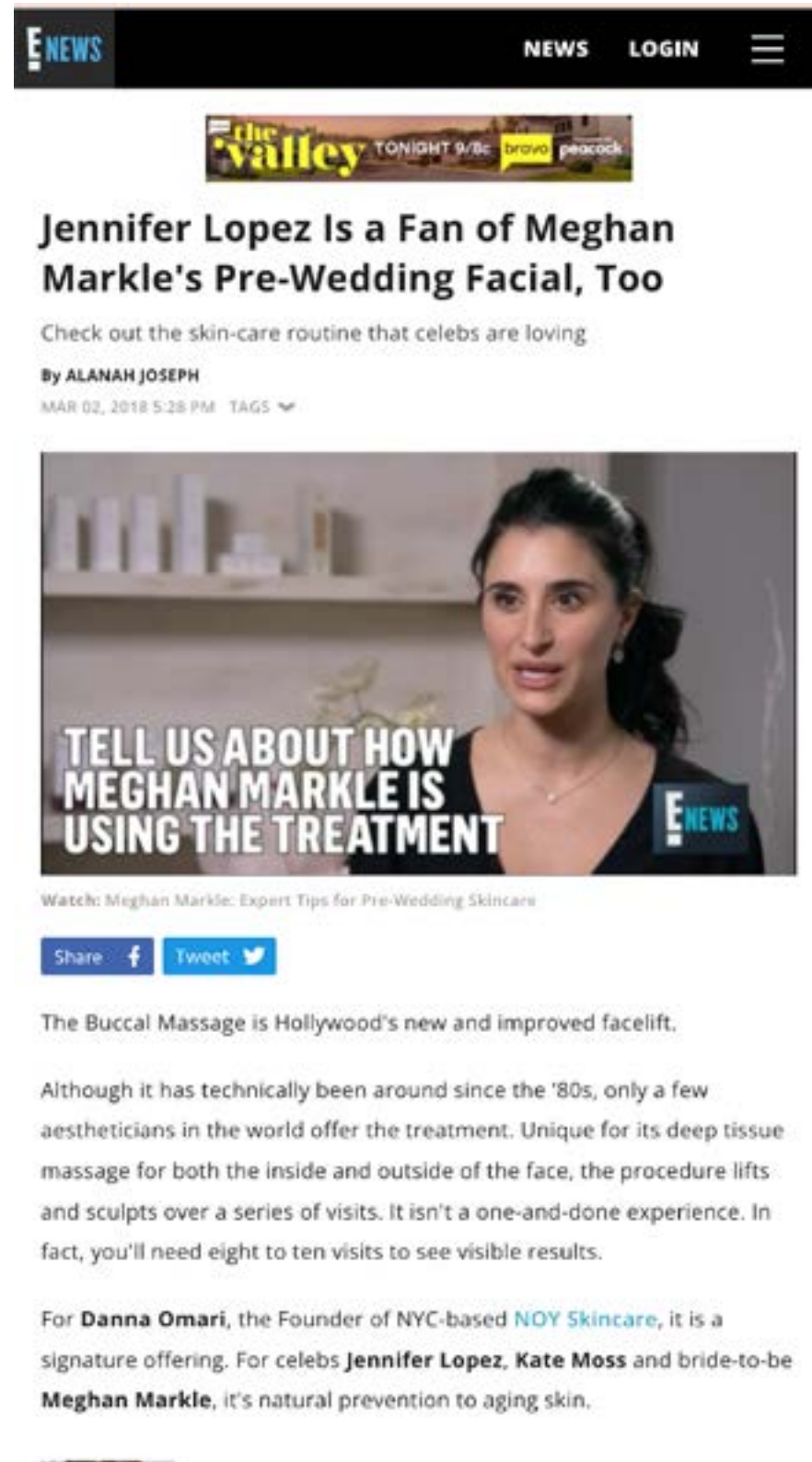
Leveraging our expertise in consumer-to-market consulting, our agency assisted the launch of Grab Games' Knockout League Mixed Reality update into a viral success through a strategic partnership with Meta and a special endorsement from Mark Zuckerberg for the Meta Quest 3 launch. This multi-faceted approach not only amplified the game's visibility across key platforms but also positioned it at the cutting edge of VR and mixed reality gaming, capturing the imagination of a global audience. The result was a monumental surge in user engagement, establishing Knockout League as a benchmark in the VR and mixed reality gaming industry.

2. WINGMAN X MOLLY

In a strategic effort to highlight Wingman App's distinctive matchmaking method, we led an award-winning PR campaign featuring a touching story from "Wingmom" Beth about her daughter Molly's search for love. Leveraging a Times Square billboard, we significantly increased visibility for Molly's quest, generating hundreds of emails and capturing her authentic reaction for widespread sharing. This campaign not only enhanced brand exposure and app downloads but also cemented Wingman App's place as an innovator in the dating scene, showcasing the power of PR in boosting brand visibility and user engagement.

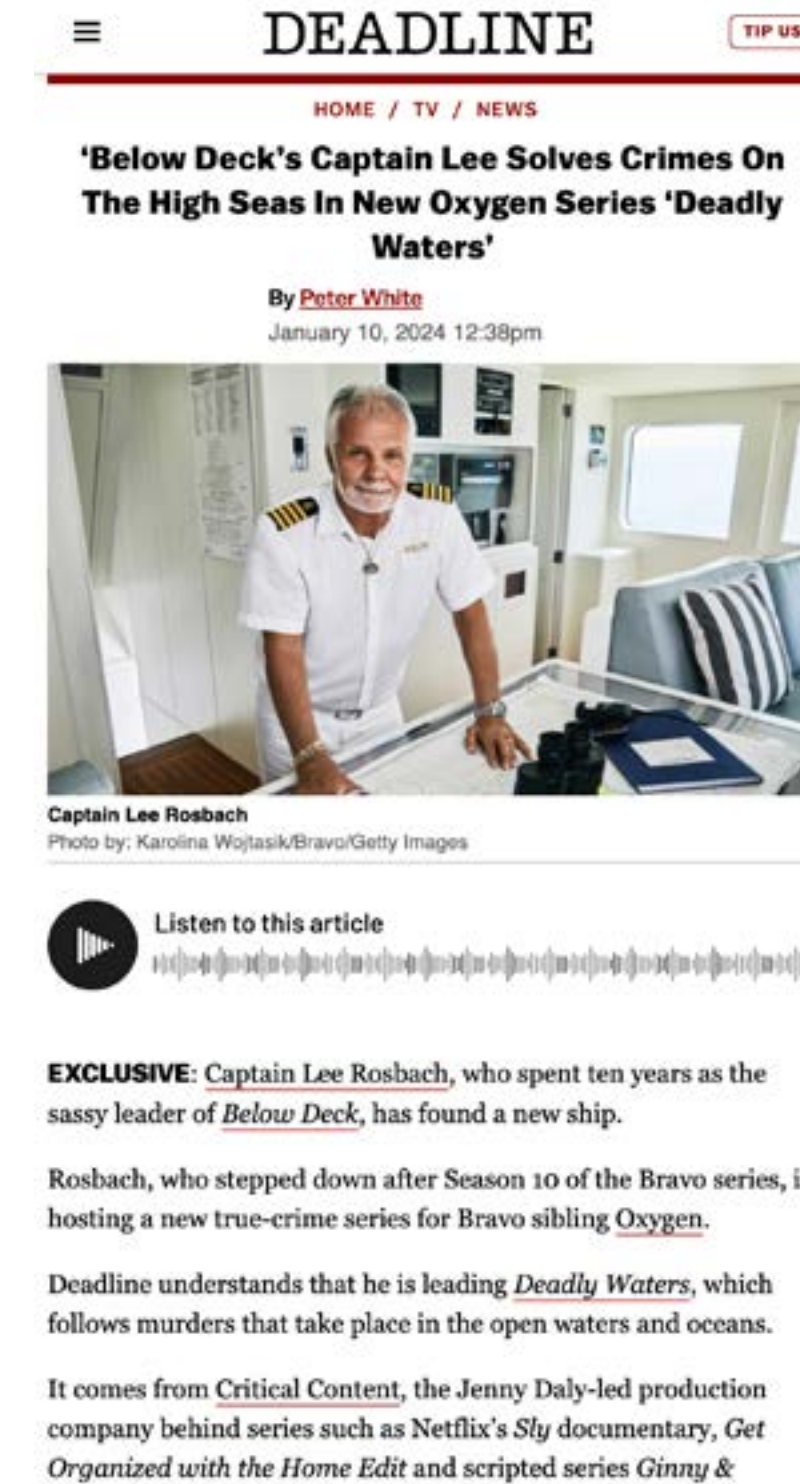


PRESS CASE STUDIES



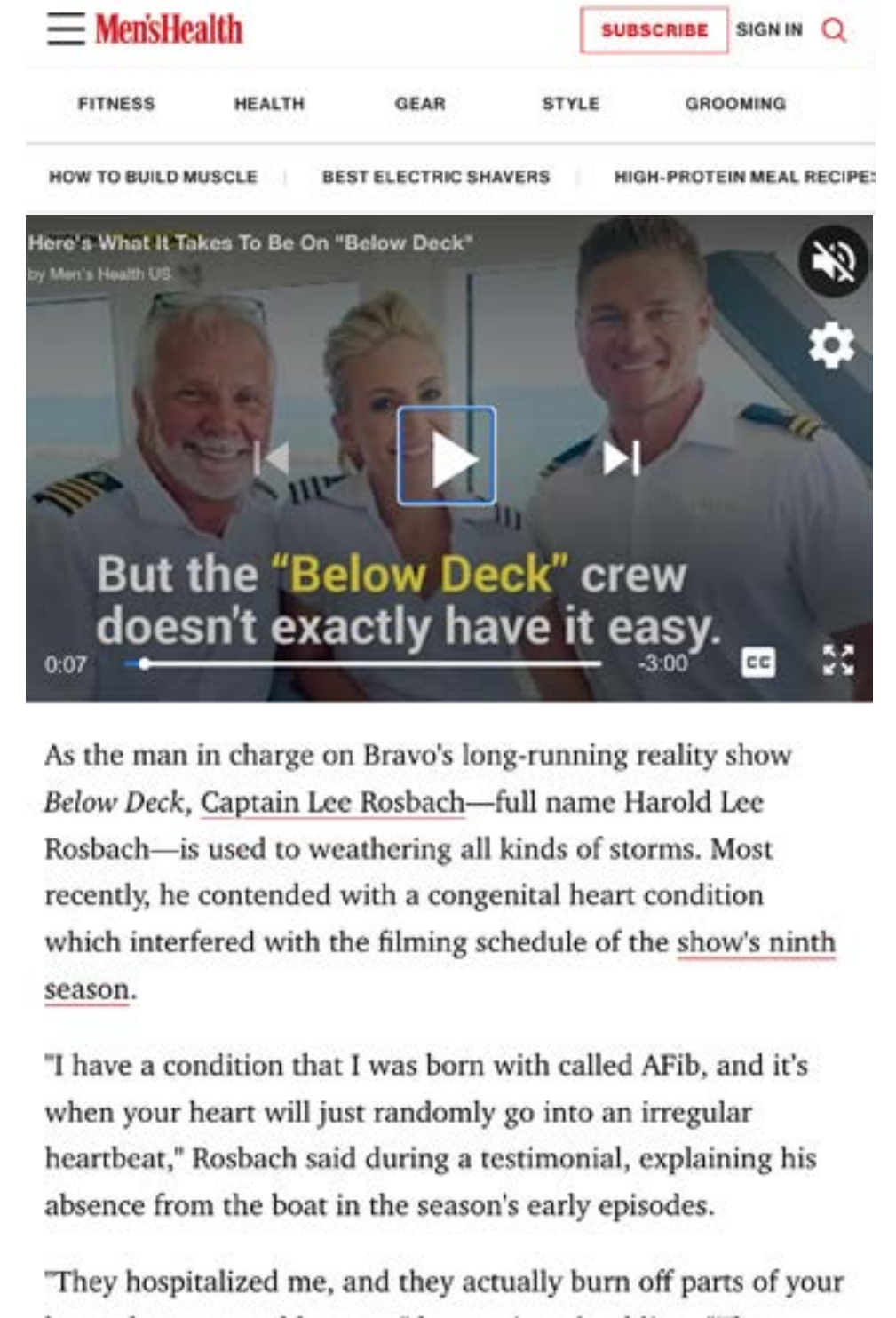
1. NOY SKINCARE

We were enlisted by Noy Skincare founder Danna Omari to highlight her brand's excellence and commitment to accessible beauty wellness. Through media placements in GOOP, Glamour, Yahoo, E!, Buzzfeed, The Cut, and Stylecaster, we significantly broadened Noy Skincare's reach, attracting a diverse audience interested in effective skincare practices. Our PR strategy emphasized showcasing Danna Omari's expertise, positioning her as a leading authority in accessible beauty wellness, ultimately elevating the brand's status and establishing it as an industry leader..

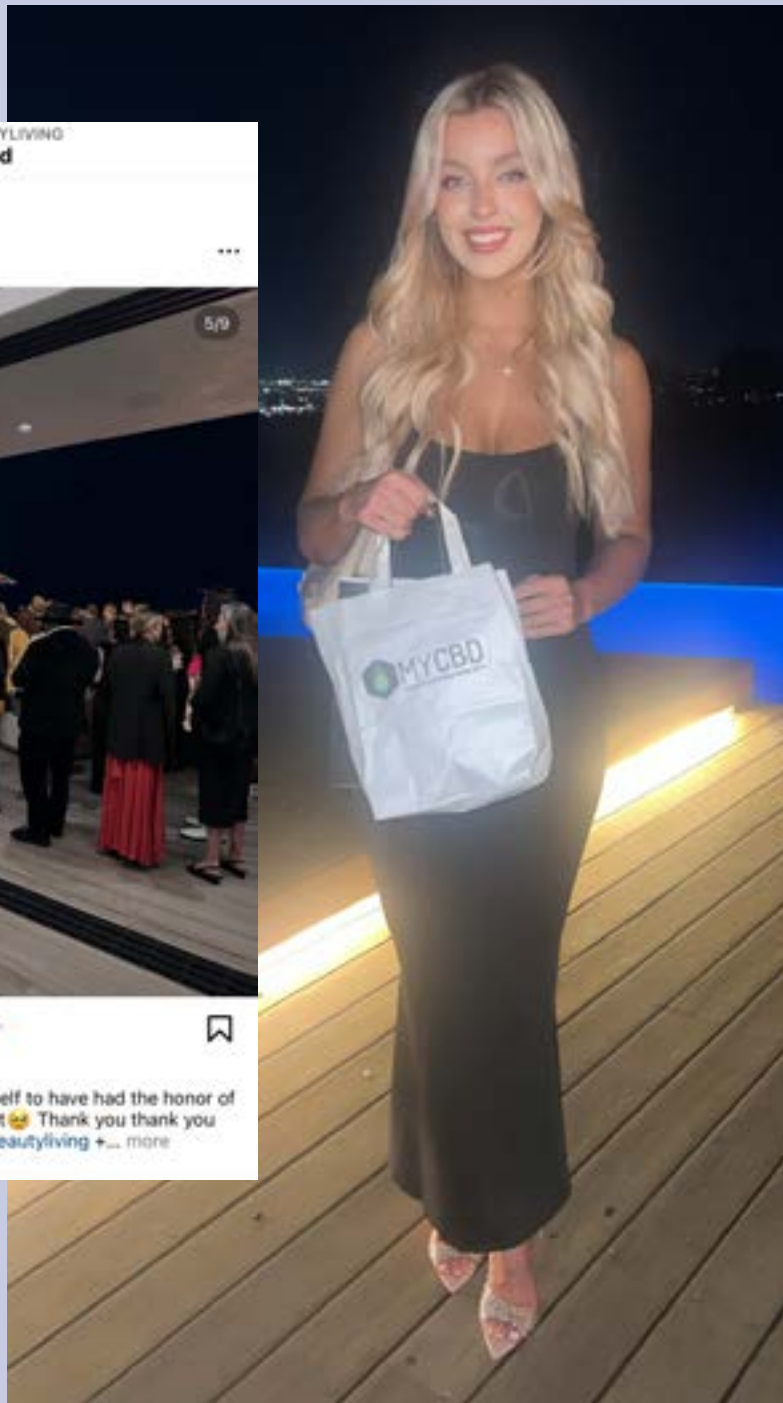


2. CAPTAIN LEE

Following Captain Lee Rosbach's exit from Bravo's "Below Deck" after Season 10, we facilitated his transition to host "Deadly Waters" on Oxygen, aiming to retain his fanbase and anchor the network's dive into true crime. A robust PR campaign, featuring exclusive articles, social media teasers, and media interviews, ensured widespread coverage and high engagement, smoothly positioning Oxygen within the true-crime genre.



1. POWER BEAUTY LIVING X CARTIER X MYCBD



2. RAINBEAU MARS X 4 SEASONS X GLOBAL WELLNESS DAY

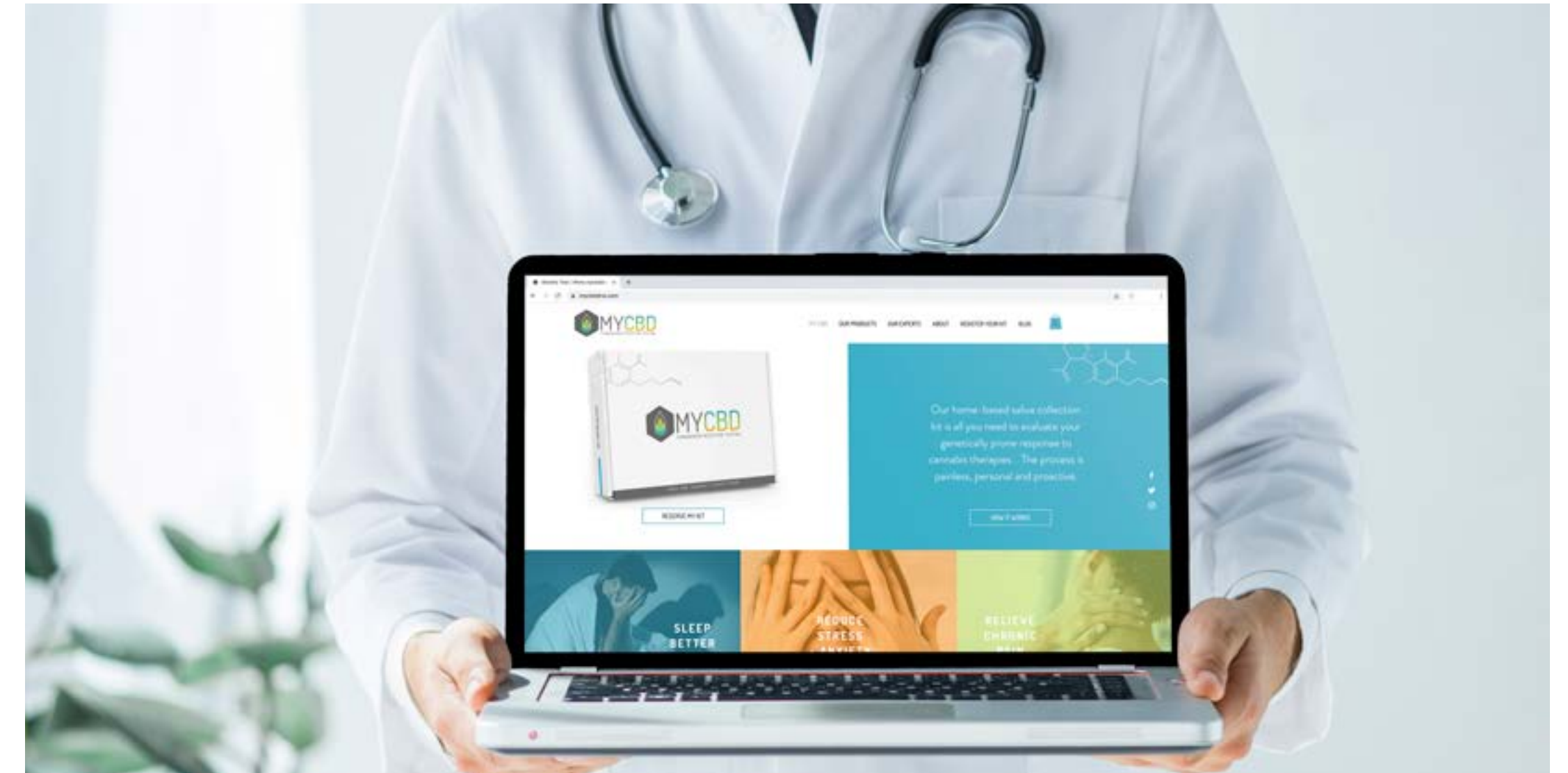


MARKETING CASE STUDIES



1. LA HEALTHCARE

New World LA agency was in charge of managing and allocating a substantial marketing budget of \$80M. They reported to internal stakeholders and handled all L.A. Care board submissions pertaining to the marketing and advertising budget for the 20th Anniversary Parent Company Re-branding initiative. Additionally, the agency oversaw the indoor and outdoor marketing campaign for both existing and potential new LA Care Family Resource Centers. They were responsible for overseeing, coordinating, and executing the grand openings, as well as monthly events and marketing collateral at any Family Resource Center. Furthermore, we were responsible for contract management, handling vendor submissions, and managing vendor relationships throughout the project duration.



2. MYCBD

Our agency partnered with MYCBD to launch their brand from inception, providing comprehensive services ranging from logo design, branding, website development, e-commerce setup, advertisement campaigns, and social media management. Leveraging targeted marketing strategies and product placement initiatives, New World LA effectively enhanced brand visibility and fostered customer loyalty. Additionally, we spearheaded the creation of innovative genetic test kits to assess individual efficacy to CBD and CBD products, including tinctures and gel capsules, resulting in a successful market introduction and sustained growth for MYCBD.

	INFO@NEWWORLDDLA.COM	@NEWWORLDDLA	LINKEDIN.COM/COMPANY/NEW-WORLD-LA-AGENCY/
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SEE YOU SOON!

Thank you and we look forward to changing the world together!

