



DEAD LOGIC

KILL ORDINARY.

TACTFUL EXECUTIONERS.

WE TRANSFORM NEW AND EXISTING IDEAS INTO THOUGHT
PROVOKING CONTENT, PRODUCTS AND EXPERIENCES.

MARKETING + STRATEGY
BRAND MANAGEMENT
EVENT PRODUCTION
CREATIVE DIRECTION



CHANGE IS CONSTANT

The ways of doing business have fundamentally changed.

EVERYONE NOW EXPECTS A DEVELOPED BRAND EXPERIENCE



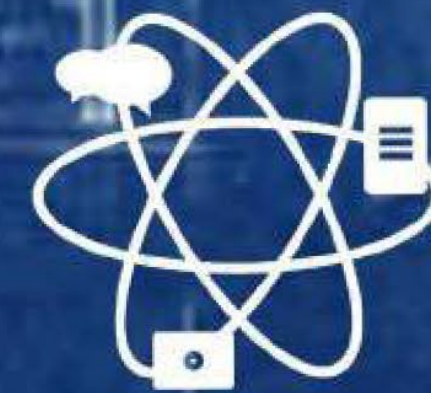
Ongoing Story



User Friendly



Anywhere,
Real Time



Hi Def Content



Fluid Branding



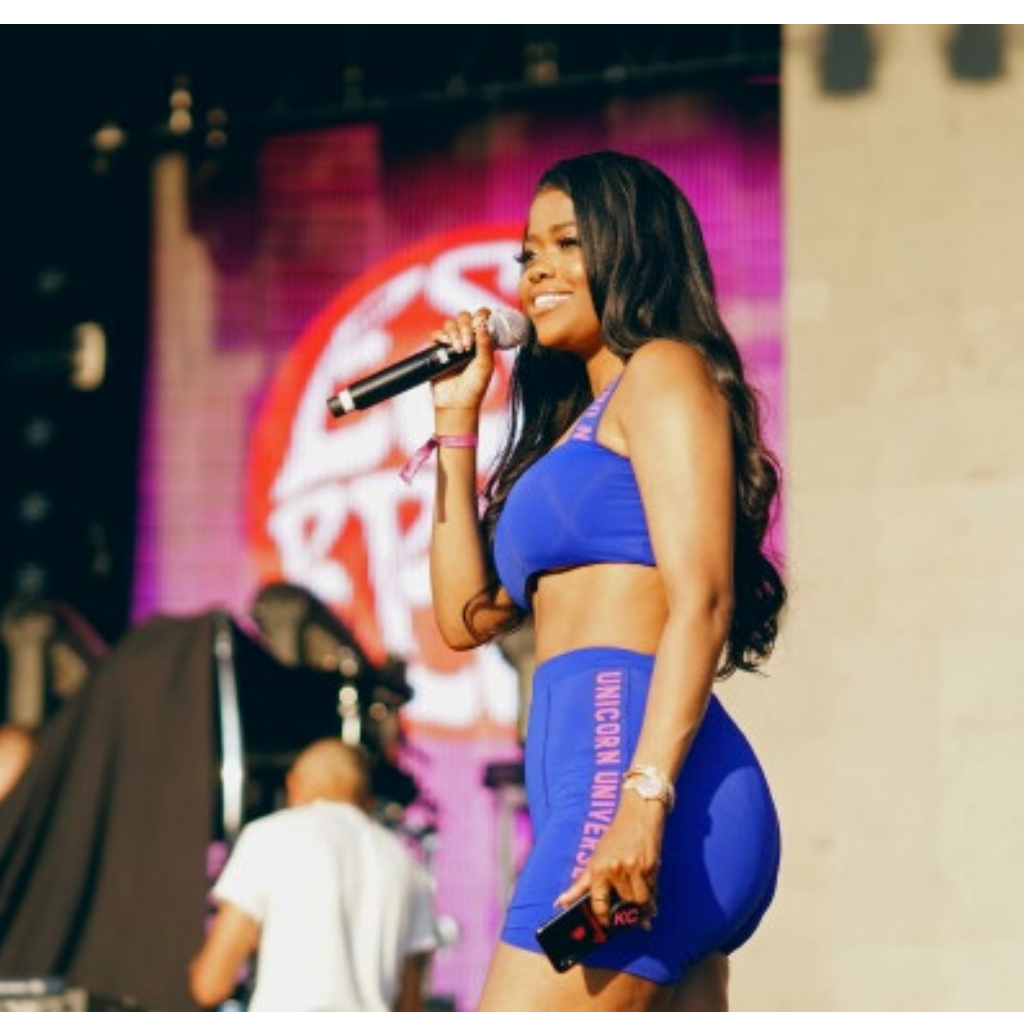
WE ARE LIVING IN A DIFFERENT ERA

Tell the story differently.

WHAT STORY ARE YOU TRYING TO TELL?
WE HELP IDENTIFY YOUR BRAND AT ITS CORE
AND GENERATE CREATIVE WAYS TO TRANSLATE YOUR MESSAGE.



EXPERIENTIAL PRODUCTION



Experiential
E.S.T. FEST
 Butler, OH
 Aug 2019

Live Music Festival
 2-day event
 7,000+ attendees from 15+ countries
 7M+ impressions

Digital Marketing
 Event Production
 Stage Production
 Talent Management
 Sponsorship + Activations

[Managed since 2013]





Experiential
HOTEL DIABLO
ALBUM RELEASE + POP UP SHOP
MLB ALLSTAR WEEKEND
2019



Activation + Experiential Marketing for
Machine Gun Kelly's 4th studio album release
Surprise Meet and Greet
Open 7 days
2,000+ visitors
4M+ impressions

Digital Marketing
Set Design
Creative Direction
Activation Production



Experiential
CULTURE HOUSE
Austin, TX
SXSW 2019

Tech x Culture Event
12-hour event with 700+ attendees
during one of the most programmed
weeklong conferences in the U.S.
Influential based, invite only audience
2,000+ RSVPs
2M+ impressions
Curated brand partnerships
Graphics, fabrications + production
Sponsorship acquisition



Marlon Nichols, TIP "T.I." Harris, Jason Geter, Bryan Michael Cox





Experiential BLACK LOVE SUMMIT

Atlanta, GA
Summer 2019

Sold out conference supporting the *Black Love* television docu-series and online media platform. Featuring celebrity and influencer level talent. Managed all elements of production, including 22 talent personalities and sponsors. Managed programming for 10 conversations + capturing all digital content for online presence.

Digital Marketing
Talent management
Graphics, fabrications + production
Experiential Activation



DIGITAL MARKETING

DIGITAL MARKETING

STRATEGY

CREATIVE DIRECTION

STORYTELLING

SOCIAL MEDIA STRATEGY

Understanding a brand's focus, audience and story allows us to uncover, create and amplify meaningful, high impact content, tactful social media strategy and authentic storytelling in a digital world to drive results.

Results are not one size fits all.

MOBILE + EMAIL MARKETING

Now more than ever, it is of supreme importance to build direct lines of access to a brand's audience. We have garnered over 200,000 emails and phone numbers for our clients creating a lane for them to breakthrough to their audiences.

We push our clients to establish strategies and communications that they can own. From mobile marketing and text messaging to email marketing, this lane is key. It is almost 2020.

INFLUENCER MARKETING

There is extreme leverage in building relationships and cultivating results – content marketing, event marketing and digital marketing alike. These delicate relationships can take a brand over a tipping point yielding strong brand resonance and brand trust.

Let us be the matchmaker.



MARKETING CLIENT
BLACKLOVE.COM

Email Marketing

Influencer Marketing

Social Media Marketing

Marketing analysis + strategy for newly established media and content brand.

Initiated influencer marketing plan aligned with brand mission to identify appropriate partners and built 9 successful monthly campaigns to establish relationships.

Drove elevated digital traffic, engagement and conversions through digital marketing strategy for parent brand and 3 sub-brands simultaneously.

Introduced + built direct access to brand audience to 25K (14K active) within 6 weeks using email marketing growth strategy and digital content strategies.

Content Marketing

Used parent brand website and social media strategy to raise brand awareness and develop newsletter that exceeded industry standard engagement by 100% consistently over 6 months.

Executed 12 influencer paired campaigns for conference event marketing in new market. Tickets sold out in advance.

By introducing two brands to mutually benefit from a digital or experiential pairing, influencer marketing can be a premium experience when executed properly!

With an expansive network of content creators, influencers, celebrities, and personalities, we are able to curate influencer partnerships with an organic capacity.

BRANDS / CLIENTS



MACHINE GUN KELLY



OWN



SAMSON



Uber



W O R K W I T H U S

WE DON'T DO AVERAGE.

WE HELP TRANSLATE YOUR BRAND'S PERSONALITY BOTH DIRECTLY AND SUBLIMINALLY.

LET'S TELL YOUR STORY LIKE YOUR BRAND DEPENDS ON IT.

TEAM@DEADLOGIC.CO

THANK YOU.