a multicultural mktg agency for today’s generation
you’re used to thinking of your audience in terms of age, sex and location. but, today’s generation of consumers can’t be defined or confined by those dated demographics.
they’re multifaceted, educated, and more diverse than ever before. Their values & interests are far more varied and complex than reflected by superficial statistics.
this generation has initiated a cultural shift. technology has allowed them to blur traditional lines and step outside of those boxes to redefine themselves.
now, brands must shift their focus and adapt their messaging to be more culturally conscious.
and that’s where we come in;

we’re a diverse team of 20-somethings helping brands stay relevant in today’s culture.
we do this by creating experiences that focus on, and are informed by, this generation’s shared interests and the diverse sub-cultures they belong to.
we've done it for
the nitty gritty:

1. brand & communication
2. creative & production
3. user experience design
4. influencer mktg
5. social media
6. experiential
7. paid media
8. digital
1. brand and communication

we know that what you say is just as important as how you say it. your brand voice and identity has to reach people in the slang that they speak and tickle their fancy aesthetically. we got you.

- brand identity & collateral •
- brand voice & language •
- consumer insights •
- guidelines & toolkits •
- package design •
2. creative and production

your brand has a story, let us tell it. we take concepts from idea to execution by working with you to brainstorm, storyboard, and create content that keeps your audience engaged.

- micro-content creation
- product photography
- video production
- motion graphics & animation
- copywriting & editing
interacting with your brand should be as intuitive and enjoyable as visiting with an old friend or a hot date. We ensure that each interaction at every touchpoint is memorable.
ROCK your Creativity  

BE WHO YOU ARE

Start Now

COSMETOLOGY  BARBERING  ESTHETICS  MAKE UP ARTISTRY  NAIL TECHNOLOGY  TATTOO ARTISTRY

There is no other place like Austin's. Come in and sit during a class and see how wonderful it is.
CLASSES AND SERVICES

Have fun and feel the music in a perfect combination of fun and fitness with Latin, International, and pop music fusion. ZUMBA choreography will keep your body moving and grooving for the entire workout. Join the dance-fitness revolution at VENT Fitness!

MUSCLE GROUPS
- Cardiiovascular
- Core
- Legs

DURATION
60 MINS

LOCATIONS
- CLIPTON PARK
- GUILDERLAND
- HUDSON

DAYS OF THE WEEK
- MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, AND SUNDAY

TRAINERS
- CHERYL T
- CHRISTA G
- CONCETTA S
4. influencer mktg

beauty bloggers, style icons and fitness gurus, oh my! consumers follow these influential individuals down the yellow brick road and we know how to position and pair our people with your products.

- product launch & promotion
- content creation
- event curation
- influencer directory
- campaign mgmt
- talent casting
Practice safe WAX! At @browhausnyc and @stripnyc. Always brand new, clean equipment for every client! Visit them for all your waxing, eyebrow threading, and eyelash needs! Can't wait for the practicesafewax campaign to launch this November! And I can't wait to get Brow Resurrection done next week! Cc: @natahasholeen @evilgeniusvic @evilgeniusgrp #browhaus #puckerupnyc #browresurrection

Nothing beats walking into Memorial Day celebrations with fierce brows. Last week, we headed down to SoHo to get our brows color... more
our influencer mgmt agency helps brands find and collaborate with culturally diverse creators. with a reach of one million (and growing) we provide campaign strategy, content creation, access to brand ambassadors and detailed reporting.

learn more at www.shade.co
5. social media

social media isn’t your brand’s soapbox, it’s a house party. A community. We approach social with a give and take mentality, using gifs, graphics, memes and mentions impactfully.

- social listening & engagement
- social media strategy
- community management
- crisis management
- fan acquisition
6. experiential

today’s generation values personalized experiences over possessions. We curate events and turn moments into memories by creating shareable cultural experiences online and offline.

- offline-to-online experiences
- event production
- brand activation
- guerrilla activation
- retail engagement
7. paid media

if you wanna catch ’em all, sometimes you’ve got to pay to play. we know how to attract and lure your audience by allocating your budget appropriately and spending programmatically.

- programmatic advertising
- demographics & research
- sponsorship strategy
- creative & placement
- budget allocation
8. digital

when it comes to digital we work it harder, make it better, do it faster, to make you stronger. strategically turning analytics into actionable campaigns, we don’t go about digital daftly.

- content strategy & execution
- search engine optimization
- digital campaigns
- analytics & reporting
- media relations
- viral marketing
our work has been featured in

BYRDIE  BEVEL/CODE  ELLE  BUSTLE  TimeOut

Forbes  Inc.  REFINERY29  BIRCHBOX  THE HUFFINGTON POST

BuzzFeed  FASTCOMPANY  BLACK ENTERPRISE  gothamist  HAUTE LIVING

MONSTER  Women’s Health  THE SCENE  NEW YORK OBSERVER
we’re a team of hustlers who may be slightly delusional. we don’t believe in adhering to the stereotypes of agency life being cruel and unforgiving. in fact, we feel it’s our duty to defy them. we are boogie.

currently working out of los angeles, brooklyn and troy, ny
think we’d be a good fit?
what are you waiting for... hit us up!

Jacques Bastien, ceo

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