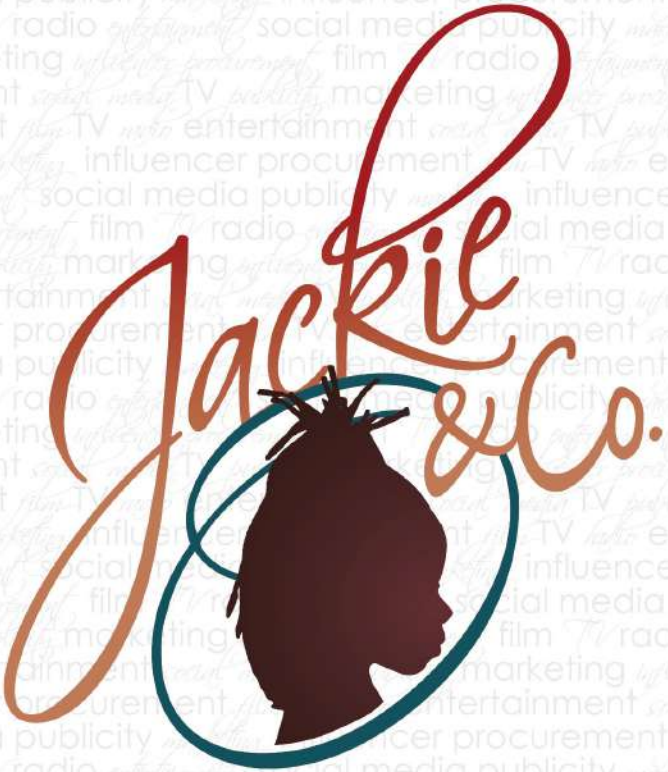

Marketing Public Relations Event Coordination Branding

Jackie O. Asare 718-930-8400 - Jackieo@jackieo.co

Who is Jackie O & Co LLC?

Jackie O. Asare

Jackie O & Co LLC is a boutique public relations, marketing, and event coordination firm based in Atlanta, GA who assists clients with developing, positioning, and promoting their brands to diverse markets using integrated media platforms (print, digital, radio, and TV).

Established in 1997 by Jackie O. Asare, the agency has evolved from exclusively representing musical artists to executing full national editorial campaigns for film companies, record labels, event promoters, non-profit firms, and small business owners.

Jackie O & Co has coordinated PR/influencer campaigns for GOOGLE, Disney, Magnolia Pictures, Fox Searchlight, MACY's, ASCAP, BMI, National Black Arts Festival of Atlanta, 100 Black Men Of Atlanta, Future Foundation, Essence Festival and more.

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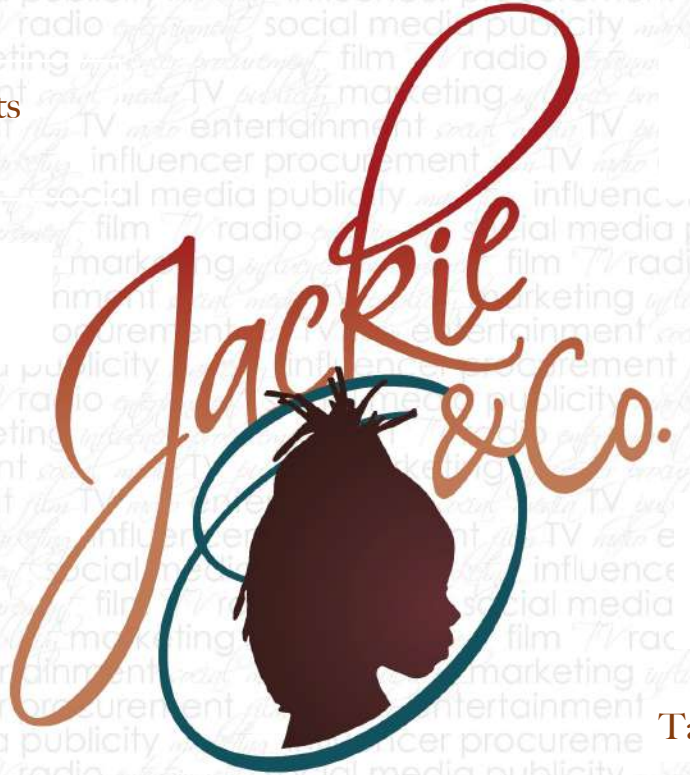
Film, TV, Music & Sports Integrations

In-Store Promotions & Sampling

Publicity/Marketing Development & Implementation

Branding & Creative Design Consultation



Media Training & Image Refinement

Press Release Creation and Distribution

Digital & Social Media Content

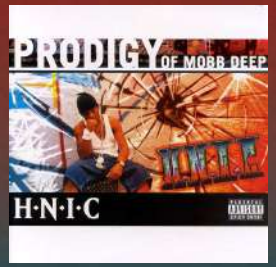
Experiential Marketing

Talent & Influencer Integrations

Theatre & Venue Screenings

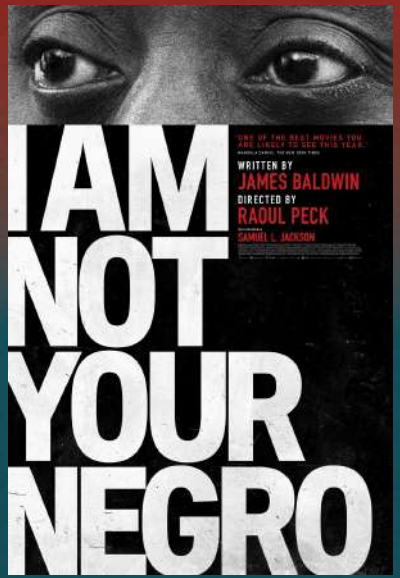
MUSIC WALL OF FAME

MUSIC WALL OF FAME



FILM PUBLICITY AND PREMIERES

Executed targeted publicity campaign and screenings to engage print, online and broadcast media outlets and amplify awareness, interest and conversation



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FILM PUBLICITY & SCREENINGS

Press outreach, Screenings and Red Carpet premieres in select cities

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Experience Our RED CARPET Treatment

Essence Festival 2017

Disney's Queen Of Katwe

Fox Searchlight's The Birth Of A Nation

Teddy Pendergrass' Teddy 25 Celebrity Gala

P. Diddy Forever First's Las Vegas Takeover

MACY's Madonna's Material Girl launch

Macy's 4th of July Firework Spectacular

Hip-Hop Weekly Magazine Launch Party

BMI Urban Awards and Showcases

Historic Million More March

ASCAP's America SCORES Songwriting Workshops

National Black Arts Festival

Entertainers 4 Education Alliance Stay In School Concerts

Meeting The Fatherhood Challenge Symposium

LIFEbeat's "Reggaeton Explosion" benefit concert

You Rock My Soul benefit concerts for GMHC (Gay Men's Health Crisis)

Chic Boutique Shopping Soiree

Grow House Film

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EXPERIENCE OUR RED CARPET TREATMENT

EXPERIENCE OUR RED CARPET TREATMENT

INFLUENCER SCREENINGS

Angela Yee - NY Co-host of
"The Breakfast Club (NYC)

Actress, Angela Robinson
(Tyler Perry's "Have & Have Nots"

Errol Barnett
CBSNews Anchor

Baltimore Host
Jeff Johnson
Author, Political Activist

Paul Goodloe
"The Weather Channel"

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Celebrity EVENTS -

Influencers & Tastemakers

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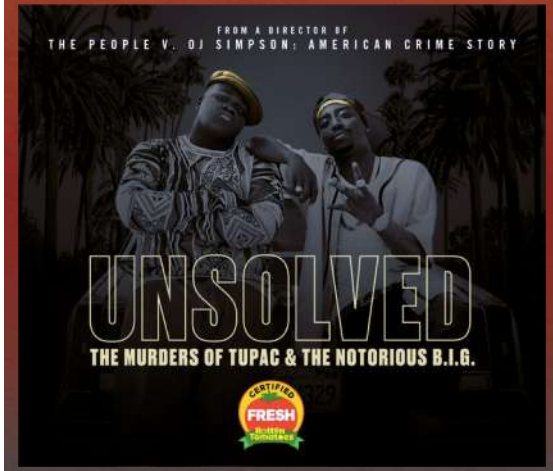
Celebrity EVENTS



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Celebrity EVENTS

Cast of "Girl's Trip"

Bryshere Y. Gray – Empire TV

Ava DuVernay

Cast Of Spike Lee's "She's Gotta Have It"

Cast Of OWN TV's Greenleaf

Kofi Siriboe

Beauty/Product Launches

Part Of Media Outreach to Millennia and Teen Media introduce the Material Girl line for macy's

SCREENINGS & EVENTS

The 2017 BronzeLens Film Festival was a huge success for Created Equal! After we presented the film to the festival founder, Kathleen Bertrand, and artistic director, Deidre McDonald, Created Equal was not only accepted into the festival, but received its highest award - "Best Feature Film!" In addition to the big win, Created Equal also received the prime slot of "Closing Night Film." Click the below link or image below to view highlights from the Bronze Carpet taken by Getty Images.

gettyimages

http://www.gettyimages.com/event/created-equal-atlanta-screening-775030427#actor-yohance-myles-thada-catalon-and-kathleen-bertrand-at-bronzelens-picture-id840046468

MEDIA FRIENDS

Jackie O & Co LLC executed a targeted publicity program to amplify awareness, interest and conversation in print, online and broadcast media outlets. Below are a few of our media friends

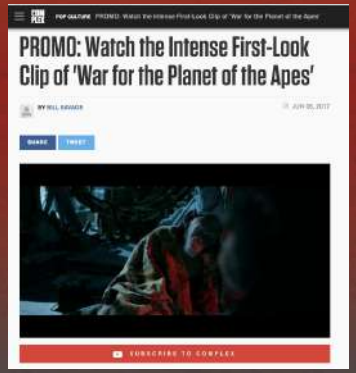
EBONY
ESSENCE
gettyimages
ADW
Atlanta Daily World
KSAT 12
FOX 5
NEW YORK FILM ACADEMY
Latina
RICKEY SMILEY MORNING SHOW
CRAIN'S ATLANTA
THE COMBAT JACK SHOW
CNN
SHADOW AND ACT
THE CHICAGO Crusader
NEWS 4 WOAI
Medium
rolling out
ATLANTA THE CW69
HOT 97
CNN
Atlanta cbsatlanta.com
FOX 29 SAN ANTONIO
THE TOM JOYNER morning show
THE ROOT
V-103 THE PEOPLE'S STATION
THE BREAKFAST CLUB
NBC NEWS
TELEMUNDO
NEWSONE For Black America
BLACK ENTERPRISE
KENS5

MEDIA FRIENDS

Jackie O & Co LLC executed a targeted publicity program to amplify awareness, interest and conversation in print, online and broadcast media outlets. Below are a few of our media friends

War For The Planet Of The Apes

Select Media Hits



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SELECT MEDIA BREAKS

ENTERTAINMENT

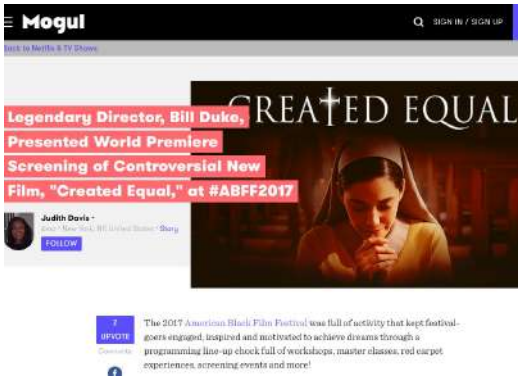
Latina

EXCLUSIVE: Edy Ganem Talks About Being A Working Mami, Raising Her Son On Set, and More

Edy Ganem went from being a Devious Maid to a working mama and seems to love every minute of it. The young starlet shared her experience of shooting her new film, Created Equal, with her son on set with her and how she plans on raising him. We caught up with the Mexican-Lebanese actress and here's what she had to say:

Tell us about Created Equal?

Created Equal was such as a fantastic script. It made me think and question all these ideas that I never questioned before like, "Why can't women be priests?" and these thoughts led me to think, "Wow, this movie could be a conversation." The character, Aly Batista, is a strong woman that you would look up to. Her whole life is about her true calling from God, that's all she cared about. It was a very different character for me and made me such a better actress by making me think thoughtfully and compare myself to the character.



Lou Diamond Phillips is in town to promote his new film "Created Equal" for the San Antonio Film Festival.

SELECT MEDIA BREAKS

Medium

Judith Davis Follow
Jun 20 · 3 min read

Legendary Director, Bill Duke, Presented World Premiere Screening of Controversial New Film, "Created Equal," at #ABFF2017

NEW YORK FILM ACADEMY

NYFA News

HOME PROGRAMS ABOUT US ADMISSIONS INTERNATIONAL LOCATIONS GUEST SPEAKERS NYFA NEWS ALUMNI NYFA VIDEOS

NYFA Headlines

NYFA Instructor Bill Duke's "CREATED EQUAL" to Premiere at American Black Film Festival

NYFA INSTRUCTOR BILL DUKE'S "CREATED EQUAL" TO PREMIERE AT AMERICAN BLACK FILM FESTIVAL

June 14, 2017

New York Film Academy Los Angeles Instructor Bill Duke's film "Created Equal" will have its world premiere at the American Black Film Festival at the Miami Beach Cinematheque (1130 Washington Avenue, Miami Beach, FL).

Six years ago, the famed actor/director Bill Duke stunned audiences with his shocking

Connect with NYFA

NEWS

A Celebration SXSW 2010 PanelPicker – The Future of Music PR http://panelpicker.sxsw.com/ideas/view/2517

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83 likes 2 comments

e at the #imagenawards with actors Lou Diamond llips and Edy Ganem from "Created Equal"

GUST 18

eurweb

ELECTRONIC URBAN REPORT

CREATED EQUAL: MAYWEATHER WASN'T THE ONLY WINNER!

BILLIE1225 X AUGUST 31, 2017

Wilson Morales
@blackfilm
Follow

Bill Duke's Legal Drama 'Created Equal' To Hit Theaters Starting December 11 - tinyurl.com/y8zusgy2

12:01 PM - 12 Dec 2017

3 Retweets 16 Likes

CREATED EQUAL TOTAL CAMPAIGN IMPRESSIONS: 1,432,147,738

Millennial Marketing

Jackie O & Co LL executed two part series of HBCU Screening Series for Fox Searchlight film The Birth Of A Nation and Disney's Queen Of Katwe to amplify awareness, interest, and conversation to collegiate/millennial markets.

Spring Preview HBCU Tour (April 2016) - The first part of the series included a five (5) market preview of the film and focused on presenting full screenings and obtaining reactions.

Fall Preview HBCU Tour (September 2016) - The second part of the series included a seven (7) market preview in September 2016, which focused on a full screening of the film, talkback sessions and social uplift.

College/University partners included:

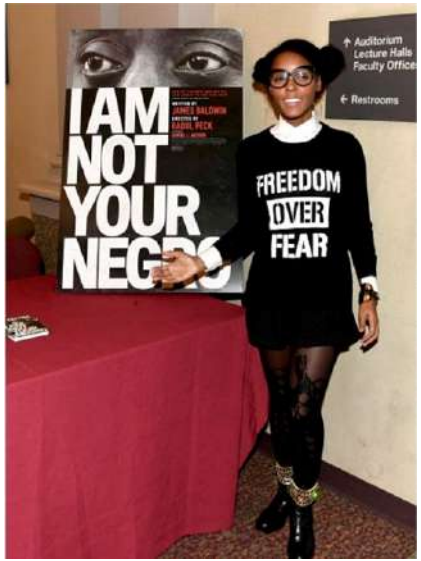
- Atlanta University Center (Clark, Morehouse & Spelman) - Atlanta, GA
- Dillard University – New Orleans, LA
- Florida A&M University – Tallahassee, FL
- Hampton University – Hampton, VA
- Howard University – Washington, DC
- Norfolk State University – Norfolk, VA
- Wiley College – Marshall, TX
- Xavier University – New Orleans, LA
- Yale University – New Haven, CT
- Harvard University – Cambridge, MA
- Brown University – Providence, RI
- Bennett College – Greensboro NC

HBCU COLLEGE MARKETING

Fall Preview HBCU Tour (September 2016) - The second part of the series included a seven (7) market preview in September 2016, which focused on a full screening of the film, talkback sessions and social uplift. This time around, the narrative surrounding the film had taken a negative spin due to the allegations of Nate Parker's college rape case, however the student body reactions and sentiments remained positive and enthusiastically supportive of the film, its message and its creator.

College/University Tour included:

- Atlanta University Center (Clark, Morehouse & Spelman)
- Dillard University – New Orleans, LA
- Florida A&M University – Tallahassee, FL
- Hampton University – Hampton, VA
- Howard University – Washington, DC
- Norfolk State University – Norfolk, VA
- Wiley College – Marshall, TX
- Xavier University – New Orleans, LA



SELECT MEDIA BREAKS

Sports Marketing & PR

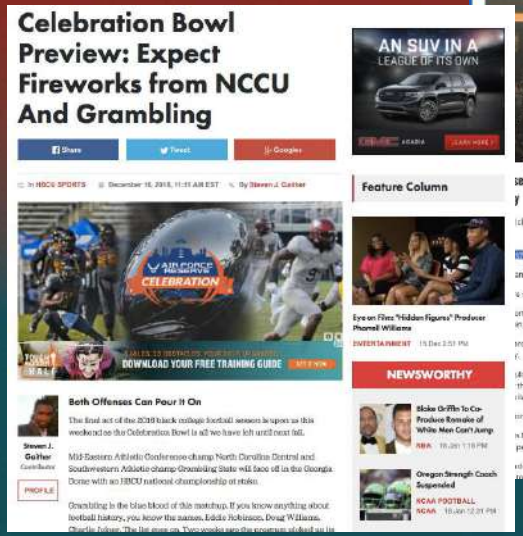
Engaged in a comprehensive publicity campaign for ESPN's Air Force Reserve Celebration Bowl nationally and locally with a focus on targeted African-American and Urban Outlets. Goal to raise awareness of the championship game and celebrate the heritage of HBCU excellence in academics and sports. The 2016 Air Force Reserve Celebration Bowl garnered 2,723,000 viewers (TV & streaming) a 6% increase over the first year.

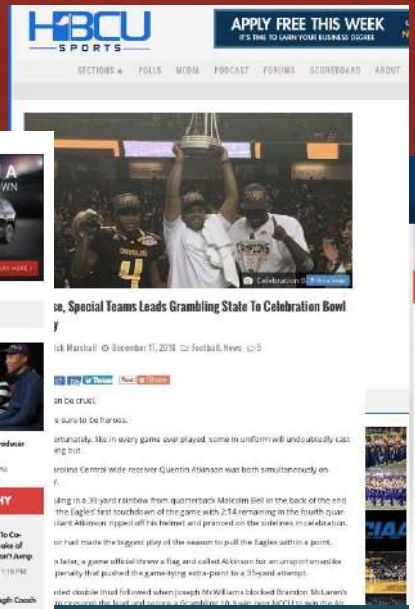
303 Million impressions in publicity coverage from October-December 2016 including local and national radio and television.

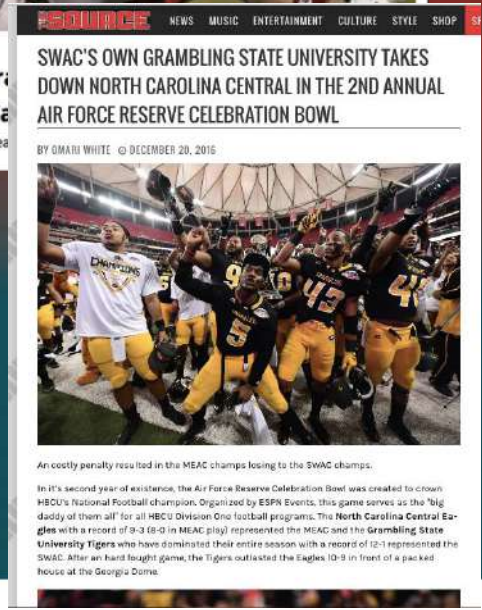
John T. Grant Jr, Executive Director of AFR Celebration Bowl interviewed with top tiered media outlets:

TV One's News One Now with Roland Martin
Crains Atlanta, Atlanta Business Chronicle, Black Enterprise, Ebony.com, Black America Web, V103, HOT107.9, Majic 107.5FM, WAOK, Tom Joyner Morning Show, CWAtlanta, ESPN, The Source, The Network Journal, Theundefeated.com and more...

Air Force Reserve Celebration Bowl
Select MEDIA BREAKS







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Creating Civic Partnerships by aligning brands with meaningful organizations, music, sports properties, film and television influencers to increase brand profile and perception among consumers.

Executed a targeted outreach program to engage community organizations and their network of members and influencers by integrating within their special events and conferences.

On-site touchpoints included trailer presentations, program/ad inserts, social media mentions and award presentations. Some partners also committed to showing their support during opening week via membership appeals, group ticket support and social media mentions.

Community partners included:

- 100 Black Men of America, Inc.
- Alpha Kappa Alpha Sorority, Inc.
- Delta Sigma Theta Sorority, Inc.
- Essence Festival 2016
- Jack & Jill of America, Inc.
- NAACP
- National Urban League

SERVICES YOUR VISION OUR MISSION

Identify and analyze your core audience

- Who is your audience?
- How do we reach them them?
- Where is your core audience/consumer?

Preparation/Planning: Are the tools ready?

- Press Release/Bio/Video Content
- Branding Consultation – logo/website design, social media, #hashtag
- Product/Artist Imaging & Development/Image Refining
- Media Training – Let's create the messaging/talking points

Develop and implement the plan to reach them.

- Which media outlets should be contacted to maximize exposure?
    - Publicity Campaign Development & Implementation
    - Marketing/Publicity Planning
    - Influencer/Celebrity Procurement
    - Logo Creation

STRATEGY & CREATION PROCESS

BRAND DISCOVERY

Identify and analyze your CORE audience

- Who is your audience?
- How do we expand audience?
- How do we reach them them?
- Where is your audience/consumer?
- What features of your product will appeal to them?
- Competitive Review

Preparation/Planning: Are the tools ready?

- Create publicity assets (Release/Bio/Video/Photos)
- Branding Consultation: Photoshoot/Logo/Website design
- Social Media Pages, Messaging, #Hashtag
- Product/Artist Imaging & Development/Image Refining
- Media Training – Let's create the messaging/talking points

Develop and implement the plan to reach CORE audience

- Create approach to bring clients vision into view.
- Marketing/Publicity Planning & Positioning
- Publicity Campaign Development & Implementation
- Create talking points
- Media target list
- Influencer/Celebrity Procurement
- Partner Identification

Account Management

- Weekly Status Calls/Updates To Connect with Client
- Creative Approvals
- Budget Review
- Align with team & client partners
- Measurement
- Tracking
- Follow-up
- Final Report

CAMPAIGN | Integrated Partnership

Media

Digital & traditional media outlets
TV, radio, blogs, websites, print media, social media

Grassroots

Community based partnerships/screening programs
HBCU/College Screenings/Sororities & Fraternities
NAACP, Black Lives Matters, Jack & Jill Of America, 100 Black Men Of Atlanta, NOBLE

Merchandising

Exclusive Promotional Material
Jerseys, caps and t-shirts, posters
Exclusive product/release merchandise

Red Carpet

Event Media Coverage w/Interviews/Talk-Back/Panels
Press/Product Placement/Trailer Placement
Influencer/Celebrity Invites

Partners

- Coca-Cola
- TV One
- Warner Bros.
- My Black Is Beautiful
- Shea Moisture
- MAC Cosmetics
- blackUp Cosmetics

Jackie O. Asare | Employment History

JACKIE O & CO. LLC, Principal Consultant - Atlanta, GA
May 2009-Present

4SIGHT MEDIA RELATIONS, Inc., Principle Consultant - New York, NY
March 1997-May 2009

JLM MEDIA RELATIONS, INC. Sr Director of Publicity (Agency – now defunct)
New York, NY – March 2000-2003

LOUD RECORDS Director of Media Relations New York, NY (1996-2000)

PRIORITY RECORDS Manager of Media Relations New York, NY (1994-1996)

COLUMBIA RECORDS Exec. Assistant New York, NY (1991-1994)

Jackie O. Asare 718-930-8400 - Jackieo@jackieo.co Jackieo.co