

turquoise
we are media evangelists

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THIS IS OUR WORLD.

Once upon a time, marketing and advertising was a lot simpler.

Advertising campaigns were straightforward and existed as static print and television pieces. Marketing strategies were one size fits all. The measure of success was how many people you reached because numbers ruled all.

Times have changed.

In our world a 'television show' is watched on a mobile phone while the viewer texts their friends and family in real time. Shopping is done from a person's couch and is delivered within an hour. A promotional event is less about the product and more about the experience the event goer walks away with. Convenience is the deciding factor over cost. Engagement over quantity.

Turquoise Media Group is a blended agency creating marketing solutions for its clients in today's world. It is a collaboration between two leaders in the fields of media production and marketing/PR. We are a team of creative professionals finding the right mix to engage your customers and clients. We craft media and social media campaigns from the 'insight' out; finding the nuance and the heart of your brand's story. Full campaigns or a la cart, we look to create relevant, unique and targeted messaging to your audience. And we make sure everyone involved has fun in the process.

OUR FOUR VALUES

Two things we know for sure: You're probably under a significant amount of pressure to do more with less, and it must be frustrating for you to walk away from perhaps a Monday marketing meeting still unsure about exactly where to start with your campaign. That's why we have developed a four tier approach to creating a strategy for your campaign. We take these four values and apply it with the right mix of strategy and storytelling tactics.

COHERENCE

How are your communication platforms connected? What's driving your messaging across your channels?

CONSISTENCY

Do you have multiple messages that support each other without being contradictory to each other?

CONTINUITY

Are your messages timeless?

COACTION

Is there synergy in your messaging and content?

WHAT WE DO

PR BRAND STRATEGY

New brand? Established brand changing direction? We work with you to create strategy that tells the story of your brand and drives the right customers to you.

INFLUENCER MARKETING

We develop strategic influencer marketing campaigns for your brand. We will manage the influencer identification and selection process starting with a proven list of effective influencers across different fields.

MEDIA AND CONTENT CREATION

We do not believe in the separation of strategy and execution. Our team of creatives boasts over 35 years of film, video, design and photography. We work with you to craft pinpoint creative that is within budget. Our love affair with all things film and photography allows us to tell your brand story in a way that is exciting, provokes engagement and leaves your social media community wanting more.

SOCIAL MEDIA CAMPAIGNS

Instagram? Snapchat? Dark Social? There are so many facets to social media and we create the proper mix for your campaign. We recalibrate that mix by aggressively going over your analytics for working campaigns and create ad buys that are optimized for results.

OUR WORK

We're passionate about our work because our work is our life. Our experiences and professional journey's inform what we create for our clients.

We keep our antennas up to receive the latest signals from the world as it happens in real time. We pride ourselves on being super listeners. We listen to everything from trend/TED talks, the latest podcasts from Nobel prize winners to the hottest trap music. It's all useful information for us. And that information helps our clients to achieve their goals.

Whether a nonprofit saving the world, an established brand trying to connect with a new audience or a marketing team looking to evolve the voice of their brand, we understand the music of your mission, because we understand business objectives, public perception, brand messaging, sales goals, and how to create opportunities.

bloomingdale's



Unilever

TASK
essential

Kimberly-Clark

MARS
WRIGLEY
confectionery



Ketchum



BET

Kodak

TV ONE
REPRESENT.



HUGGIES

ORS

ExxonMobil

WP NARRATIVE_

THE UNIVERSITY OF
CHICAGO

OUR WORK

NICOLE MARIE EVENTS/HUGGIES®



THE CHALLENGE:

Nicole Marie Pittmon is a celebrated and highly sought after event designer with a reputation for creating “Wow! That Was Amazing!”. Because of her sweet spot in all things Baby Showers, Huggies® chose her to introduce its first-ever personalized diaper collection, Huggie®’s Made By You. Nicole was charged with designing a high profile launch event in New York, a celebrity blogger luncheon, and a celebration of Nate Berkus and Jeremiah Brent’s new baby boy. She also needed to be positioned as a national influencer and spokesperson for the new product and the Huggies® brand.

THE SOLUTION:

Turquoise Media Group helped strategize, produce, art direct and craft the campaign all while intentionally expanding the story of Nicole as an influencer in time to launch the innovative new product from Huggies®. Turquoise Media Group curated and shaped the social media posts, offered on the spot PR during the event, facilitated media training prior to her 35 city televised satellite tour and created photo and video content that was used to create an engaging story on social media.

RESULTS:

After a mass amount of highly engaged viewers on social media and broadcast, Turquoise Media Group has created a buzz for Nicole’s brand that goes beyond her event design moniker and presented her as a national influencer for other consumer brand companies.

OUR WORK

KARTEMQUIN FILMS/GENIUS OF A DIFFERENT HUE



THE CHALLENGE:

After years of experience in advertising, pr strategy and marketing, business partners Heidi Pearson and Keith Purvis decided there was a need to create a conversation surrounding black culture within the advertising industry. They have created a documentary exposing the challenges and triumphs of diverse media makers in the advertising/creative industry.

THE SOLUTION:

The producers created an initial artistic demo video that attracted Kartemquin Films, the Oscar nominated producers of documentaries such as 'Mind the Gap', 'The Trials of Muhammad Ali' and 'Hoop Dreams'. The documentary, now in production, is under review by Sundance, ITVS and other major film distributors.

RESULTS:

The production of the film has propelled Heidi Pearson and Keith Purvis into people in action who are advocating for diversity and inclusion within the advertising and marketing fields. They have spoken at select events about the issue and have presented their demo and findings to the Black Googlers Network and Google's Global Head of Women and Black Community Engagement.

OUR WORK

NAMASTÉ LABORATORIES/#NOSTEREOTYPES CAMPAIGN



THE CHALLENGE:

ORS Haircare, at one time, the category leader in ethnic hair-care, needed a media campaign to invigorate their brand. Working with Burrell Communications to create a rallying cry for black women to break free from unfair stereotypes, a social media campaign was needed that reflected the strong statements in the print and television advertisements.

THE SOLUTION:

Turquoise Media Group created a video and content marketing campaign consisting of more than 40 pieces of filmed media clips championing black women and their stories all while measuring the hashtag 'NoStereotypes'.

RESULTS:

From capturing hair testimonials at the counter-cultural music fest Afropunk to creating profiles of individual women and tastemakers, we utilized digital content across multiple outlets. By the end of the first 40 days of the social media campaign, #NoStereotypes went viral organically and became a trending hashtag.

OUR WORK

BLOOMINGDALES



HEIPER CONTENT PRESENTS
#HIGH STYLE
HAPPY HOUR

THE CHALLENGE:

The Downtown Chicago location of the iconic Bloomingdales department store needed to boost sales within their men's fragrance and body care department.

THE SOLUTION:

Turquoise Media Group curated a series of engaging social experiences highlighting the art of fashion, taste and style. The series, #HighStyleHappyHour, was an in-store cocktails and conversation event catered to men with a unisex vibe.

RESULTS:

The event featured epicurean delights, a cocktail tasting from an international cognac brand, listening lounge vibes from a premiere vinyl aficionado, and department wide express spa/fragrance/and grooming experiences resulting in 120% increased sales.

OUR WORK

MIELLE ORGANICS



THE CHALLENGE:

Mielle Organics; one of the fastest growing hair brands in the country, needed an attractive promotion for the launch of their new Pomegranate and Honey product line.

THE SOLUTION:

Working with Mielle's Founder, Turquoise Media Group created a high concept video promotion that had less to do with selling products and more to do with identifying with the customer creating a digitally solid campaign and amplifying an enriched social experience for their online community. Using black women ballet dancers, the spot highlighted the elegance and beauty of young black women while introducing the new line to the general public.

RESULTS:

A launch video was unveiled during the annual nationally televised Texture on the Runway style event, presented by Sally Beauty®, that has garnered more than a million views on social media. The product sold out in the first two weeks of launch. The video has officially been adapted into the brands' first national television campaign and is slated to appear during 2018's BET Black Girls Rock program.

OUR WORK BLACKDOCTOR.ORG



BDO
BLACKDOCTOR.ORG



THE CHALLENGE:

Blackdoctor.org (BDO) is a trusted destination brand with a massive reach focused on all things dealing with African American health and lifestyle. BDO needed help with giving shape to a diverse range of media offerings for potential advertisers on their website and social media channels.

THE SOLUTION:

Turquoise Media Group created a consolidated mission and objectives statement and sales presentation that was formally integrated within their brand presentations.

RESULTS:

By clarifying and focusing BDO's offerings, they were able to add and generate new business from existing advertisers while acquiring high value automotive brand Toyota and other national advertisers to their client portfolio.

ABOUT US



Heidi K. Pearson (Founder/Strategist)

Heidi Pearson is a 16 year veteran of Public Relations Strategy and content creation. Heidi has crafted branded entertainment and consumer engagement campaigns while consulting for Chicago's top public relations firms, including Edelman, Weber Shandwick and Ketchum PR. Turquoise Media Group was created to combine her years of experience with her invigorating approach to creating strategy for brands and influencers. For more than eight years Heidi has honed campaigns that combine traditional marketing with new approaches to using ever-changing social media platforms. She guides

conversations around social media trends, diversity and forecasting for private groups. She is known as an advocate for creatives, black women in business and influencers in many diverse categories. Her latest role as producer of the documentary Genius of a Different Hue has positioned her as a thought leader and advocate for diversity in the advertising industry throughout silicon valley and beyond.



Keith Purvis (Founder/Creative)

Keith Purvis has worked as a film director and producer for various documentaries, commercials and films including Peep Game; a film featured at the Black Hollywood Film Festival, and Reversal of Fortune; one of the films selected for the Russell Simmons Def Filmmaker Competition. Starting as an art director and working with high profile clients including YRB Magazine, Whirlpool, Nike and the American Institute of Graphic Arts, Keith began looking for ways to fuse his love of filmmaking with new media. He has produced projects for clients such as the National Urban League, IMAN,

Martin Luther King Fair Housing Exhibit Center, Namasté Laboratories, University of Chicago, Mielle Organics, The Cradle, and many more. His latest directorial effort, the documentary - Genius of a Different Hue, has earned an official development deal with Oscar nominated film group Kartemquin Films.

ABOUT YOU

You've got a deadline coming up and need to figure out something quick.

You're launching a new product and need to reach a new audience.

You want to elevate your brand or yourself to a new level and need the right partner to help.

You're halfway to the finish line on your marketing plan but you're stuck in first gear.

You want to do something totally new and out of the box but you don't have the right partner to help you get there.

You're an executive and you've been charged with shaking things up and need a partner to make sure you're on target.

Your competitor has figured out their audience and you want in on that audience and don't know how to reach or engage them.

You've got the strategy but you need creative.

You're confident in your creative but you don't know how to get it to the people who need to engage with it.

[Call](#) us. [Email](#) us. [Let's](#) talk. We [understand](#).

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