



WHO WE ARE

The Pekoe Group is a full-service boutique marketing and advertising company that specializes in creating **360-degree marketing plans** for our clients.

At The Pekoe Group, our **dedicated, cutting-edge team** is always looking for new ways to elevate the standard of delivering lucrative and inventive **marketing and media solutions** for our clients.

Our success has been driven by our **standard of excellence** and **penchant for innovation**, qualities that have been recognized by BNET and Fast Company's Innovation Agents series.

WHY WE'RE THE BEST

We're a team of **energetic** people, inclined to approach everything we do – whether it's designing your website, creating a print ad or managing your Twitter campaign – with a **fresh, progressive outlook**.

From video billboards to radio and TV commercials to launch parties, we handle your business as if it were our own.

We are here to serve you.

TESTIMONIALS

“Working with The Pekoe Group's entire team has been one of the most refreshing experiences in my career. From the president of the company on down, they are **hungry, creative** and **fight for their clients** as if it's their own business. In fact, I don't consider them an agency but more of an extension of our organization.”

- Michael Hirsch, President, *Ripley's Believe It Or Not! Times Square*

“Amanda Pekoe is one of Rock of Ages' **secret weapons**. She is resourceful, dedicated and knows everyone in the theater business. Her **deep relationships** have helped propel our show from Off-Broadway to productions around the world. I love her **creative energy** and her excellent **attention to detail**.”

- Carl Levin, Producer, *Rock of Ages*

“Amanda and her team are **on the job 24/7**. When you have a need, they are **responsive**, always giving you options to help **maximize business**. The Pekoe Group understands the new order of the marketing and advertising industry. **We have been very well served**.”

- Carolyn Rossi Copeland, Producer, *Freud's Last Session*

“I know that when I hire Amanda and her team the job will **always get done on time** and with **professionalism**. The Pekoe Group really cares about each of their shows and **goes above and beyond** every time. It's a pleasure to work with them.”

- Laura DiLorenzo, Director of Marketing & Communications, *Second Stage Theatre*

Contact us today to discuss how we can work together!

Amanda Pekoe | amanda@thepekoegroup.com | 212.764.0890

7 West 45 Street | Suite 303 | NYC 10036

www.ThePekoeGroup.com

What We Do

Advertising

We offer a full range of advertising services, including design, media planning and placement, and online, print, outdoor and broadcast media production. We work with you to design and implement innovative and targeted campaigns tailored to your show's needs.

- Creative media buying, planning and execution
- Copywriting for radio, television and print advertisement
- Management of advertising budgets and scheduling

Marketing

We specialize in creating innovative marketing plans designed to speak to each client's individual needs. Our 360-degree approach allows us to precisely segment a show's target audience and our network of promotional partners provides a variety of ways to reach them.

- Creative copywriting
- Grassroots marketing initiatives
- Barter and trade advertising
- Promotional and brand partnerships
- Street team and collateral distribution

Digital Interactive

No matter the ever-evolving opinions the world may have about social media, our digital interactive team is here to make sure your show is all over the internet. Whether they're on Facebook, Twitter, Foursquare or the latest site to hit the scene, we'll find & engage your audience.

- Platform Placement
 - o Google Adwords
 - o Google display web banners
 - o YouTube promoted video ads
 - o Facebook ads
- Social Media
 - o Facebook fan pages
 - o Twitter accounts
 - o Online promotions

Video

We apply a decade's worth of experience to every project from B-Roll & live performances to viral videos & commercials. Our cutting-edge team will shoot, edit and produce quality video of any length.

- Television creative and production
- Promo videos
- Digital billboard design

Design

Our creative team will work to grow your show's artwork from concept to marquee. Our expertise ranges from web design & development, print collateral and brand identity packages.

- Artwork and logo design
- Web site design
- Outdoor ads
- Print ads
- Flash and static online banners
- Collateral design
- Merchandise

Events

Whether you're on the market for an opening night party, a promotional appearance or an in-theatre talkback, The Pekoe Group knows events. Our exceptional team will plan your event from start to finish, ensuring that everything goes off without a hitch.

- Venue selection
- Menu and budget management
- Day-of and on-site event coordination

Web Design

We design and build websites that are as beautiful as they are functional. Our websites are clean, clear and customized to your individual needs.

- Unique Designs (No template use)
- Web site Redesign
- Web site Maintenance
- Web site Coding



MARKETING | ADVERTISING | DIGITAL & WEB | EVENTS | DESIGN | VIDEO

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