



WHO WE ARE

The Pekoe Group is a full-service boutique marketing and advertising agency providing a superior level of service to a group of select clients in the theatre and related industries.

Consider us the special forces of marketing and advertising. We are a tight-knit group of smart, fun, driven young people dedicated to life-long learning and creating change. We take the most effective and current marketing and advertising ideas available and apply them to strategic, 360-degree campaigns for our clients.

OUR PROCESS

We believe theatre is collaborative storytelling. We work with your creative team, listen to the ticket buyer, consult our on-staff dramaturg, and constantly evaluate our work. Our expertise provides you with insight to the predictable stages of a commercial theatre production (and what marketing should be done at each) and our creativity allows us to leverage and interpret your project to audience members. This process develops strategy and creative specific to your vision and is strong enough to carry a project from beginning to end.



TESTIMONIALS

"I have mad love for Amanda and The Pekoe Group. Their creativity, resourcefulness and dedication just blew me away. They created an impressive, comprehensive campaign that I was extremely proud of, while somehow stretching our budget further than I could have imagined. Amanda and her team are exceptionally talented and have an amazing spirit and energy – I would work with them again."

- **WOODY HARRELSON**, *Bullet for Adolf*

"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*

"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*

"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*

"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*

"The Pekoe Group, led by powerhouse Amanda Pekoe, is one of the most devoted, original, committed groups of people I have met in the theater in a long time. Their ideas, creativity and care are endless and inspiring. I enjoyed every minute of our work together."

- **EVE ENSLER**, *Emotional Creature*

"Amanda and her team are so responsive, respectful and dedicated that I often feel like I must be their only client—but in fact, I must be one of their smallest. I feel so fortunate to have The Pekoe Group working on my behalf; they are creative, smart, passionate, and invested in my success. They are more than my ad agency, they are my creative partners. I can't imagine ever doing another show without them."

- **JONATHAN BANK**, *ARTISTIC DIRECTOR, MINT THEATER COMPANY*



WHAT WE DO

Advertising

Strategy

Delivering the right message with the right media to the right audience at the right time

Media Planning

Creating a complete and strategic media plan

Media Buying

Purchasing and placing all media in your plan

Analysis and Reporting

Evaluating what is or is not working in your media plan, why certain people are buying, and why others are not

Traditional and Digital Media

Providing all services across all forms of media

Social Media and Marketing

Research

What has been successful? Who do we want to reach?
What are the current trends?

Page Creation and Maintenance

Providing support across all social platforms

Content Creation and Implementation

Follower/Fan Cultivation

Building your fan base and followers, organizing blogger outreach, and leveraging engagement

Reporting

What's working and who's paying attention? How can that be leveraged?

Marketing and Promotions

Trade Advertising

Creating print, radio, and TV ads

Promotional Partnerships

Creating strategic relationships with organizations

Grassroots Promotions

Facilitating distributions, talker outreach, and swaps with other shows

Stunts

Organizing promotional events that engage both press and fans

Email Marketing

Creating and delivering email campaigns while also building your email list

Creative

Branding

Website Design and Coding

Collateral Design and Production

Including flyers, direct mail, posters, and merchandise

Ad Design and Production

Including print, digital, eblasts, and outdoor

Video and Animation for Web and Broadcast

Copywriting

Contact us today to discuss how we can work together!

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