

# Creative Marketing & Events Agency

# We break *boundaries* to build extraordinary brands.

We seamlessly merge diverse cultures, cutting-edge creativity, and innovative ideas to craft impactful brands that captivate audiences, narrate compelling stories, and deliver unforgettable experiences.

# Services

## MARKETING & ADVERTISING

Ready to spread the word? We offer comprehensive inbound and outbound marketing, alongside social, digital, print, and video advertising services. From strategic planning to creative execution, we tell your brand's story, elevate campaigns, and drive consumer engagement, all while breaking away from what is expected.

## BRAND DEVELOPMENT

A lasting brand is built from a strong foundation. Backed by years of experience, research, and strategy, we conceptualize and develop complete branding suites that can grow with your brand. Our brand development services include identity, logo design, branding assets, and packaging, ensuring a cohesive and impactful presence in the market.

## CONTENT CREATION

We believe storytelling is integral to every brand. Our content creation services include photography, videography, audio, and graphic design, tailored to craft strategic content across all visual platforms. We collaborate with you to engage your audience and leave a lasting impact.

## CAMPAIGNS & ACTIVATIONS

Our content creation services are designed with clear, focused strategies and measurable end goals. Using our 360 campaign toolkit, structured social campaigns, and powerful digital/brand activations, we boost consumer engagement and enhance brand awareness. We create compelling content and impressive events that resonate with your audience and drive impactful results.

# Services

## DIGITAL ENVIRONMENTS

We aim to make every event memorable by enticing consumers to take action, generating conversions, and introducing new brands. Obbi Group manages all event logistics, including creating curated experiences, location scouting, promotional products, sponsorships, vendor and entertainment sourcing, and hosting. We ensure each event resonates with your audience and achieves your objectives.

## EVENT PLANNING & EXECUTION

We aim to make every event memorable, whether we are enticing consumers to take action, generating conversions, or introducing a new brand. Obbi Group manages all event logistics including creating curated on-brand experiences, location scouting, promotional products, sponsors/partnerships, and vendor/entertainment sourcing,.

## PUBLIC RELATIONS & MEDIA OUTREACH

After establishing a robust communication strategy, our team diligently enhances brand credibility through Public Relations & Media Outreach. Leveraging our strong media relationships, we secure crucial brand positioning across diverse platforms including TV, radio, print, and digital, ensuring maximum visibility and impact.

## MARKETING & ADVERTISING

- Strategy & Insights
- Social Media
- Email & SMS
- Print & Digital
- SEO
- Paid Ads + Content Strategy
- Strategic Collaborations

## BRAND DEVELOPMENT

- Brand Identity & Design
- Strategy & Positioning
- Collateral Design
- Packaging
- Presentations & Toolkits
- Retail Design & Buildout

## CONTENT CREATION

- Creative & Art Direction
- Copywriting
- Photo & Video Production
- Graphic Design
- Motion & Animation
- Graphic Templates

## CAMPAIGNS & ACTIVATIONS

- Campaign Ideation
- Conception & Production
- Brand Experiences
- Immersive Installations
- On-site Promotions
- Strategic Collaborations

## DIGITAL ENVIRONMENTS

- Website Design & Build
- E-Commerce Design & Build
- Website Management
- Email Marketing Template Creation
- Lead Generation Landing Pages
- App Design & Build
- Graphic Templates

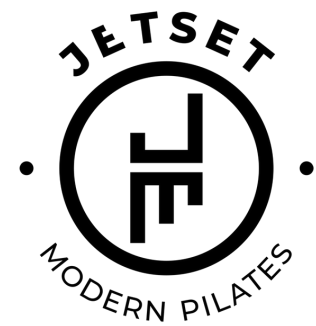
## EVENT PLANNING & EXECUTION

- Conception & Production
- Location Scouting
- Brand & Product Launch
- Experiential Events
- Merch & Displays
- Strategic Collaborations
- Vendor Sourcing

## PUBLIC RELATIONS & MEDIA OUTREACH

- Communications Strategy
- Messaging & Positioning
- Media Relations & Prep
- Crisis Management
- Influencer & Brand Partnerships
- Media Placements
- Digital & Traditional Press

# Brands We've Worked With



OCEAN DRIVE



OUTFRONT/



RAW LABS



WB Homes, Inc.  
"Family Builders Since 1919"



AZK  
BY AUTUMN SUNA

ANTIDOTE  
FITNESS LAB

BOOBY TRAP

MARTINI BAR  
DORAL



WELLHOUSE



"I'ON WANNA TALK"



佳佳

K U \* B A  
CABANA



THE MEDRESSER

casa vista  
del sol  
MALIBU, CA

Leave  
a Mint

Lotus House  
where hope blossoms  
sundari foundation, inc.

alto mare  
HOSPITALITY

INFINITY beyond fitness

obbi group

# Get in Touch

the *empathy* to know what people want.  
the *data* to anticipate what they need next.  
the *experience* to build brands people love.  
creativity *re-imagined*.

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