

ABOUT US

Z Group is a Brand Marketing and Talent Booking Agency



Z Group's brand marketing division unites brands with celebrities, influencers, and music artists for marketing campaigns, brand integrations, product launches, and special events.



In today's digital world of advertising, Z Group is the **go-to** agency for partnerships with celebrities and influencers. Our partnerships are envisioned to generate interaction and brand loyalty.



Z Group's talent booking division books celebrity appearances, music artists, DJ's, and live performers.



Z GROUP OFFERS 360° MARKETING SOLUTIONS FOR BRANDS

PR PLACEMENT





EVENT SERVICES & PRODUCTION





SOCIAL MEDIA CAMPAIGNS





PR PLACEMENTS

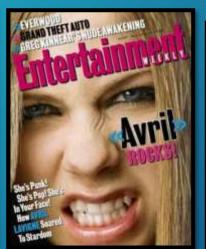


EVENT PRESS

- Photo opportunities with artist and other celebrity attendees featured with brand/product
- Post event press tracking
- Brand Acknowledgement in all press releases and guaranteed coverage by media outlets (print, TV, web)







IN TOUCH







EVENT SERVICES

- Step & repeat production
- Full Event production
- Custom lighting and signage package
- Brand integration within event Product Sampling - Branded gifting lounge -Custom branded décor, bar products, and giveaways
- Video production (brand controlled)
- Wire-image photography (brand controlled)
- Meet and Greet and photo session for brand executives
- Promotional staff and catering











SOCIAL MEDIA **CAMPAIGNS**

- Social media marketing push from celebrities through major social networking platforms including Instagram, Twitter, Snapchat, Facebook, and YouTube.
- Z Group identifies synergies between brands and influencers, curating campaigns that boost engagement and attracts new customers.











OOA

Get yours today! Order yours and use my discount code: NATEVA for \$10 off your first box ... it's a

perfect gift! Make sure to tag someone that needs

this box! WfabfitfunWfabfitfunspringbox #ad





E-MAIL

SOCIAL MEDIA

SOCIAL MEDIA MARKETING

- Z Group's diverse network provides brands with unique advertising options, enabling celebrities and influencers to market directly to your target audience. Over the last decade this market space has developed into an essential marketing medium for brands - Z Group guarantees success with each post.
- As internet advertising increases, so do revenues. Don't miss this opportunity to expand your reach!



Chris Brown promotion for 'Zing Vodka'





Dorothy Wang promoting 'Hand MD'

CELEBRITY BRAND PARTNERSHIPS

Z Group pairs influencers and brands through marketing campaigns on social media platforms.



















BRANDS WE'VE WORKED WITH









































GRAMMY'S AFTER PARTY 2020



The afterparty was hosted by Absolut Elyx and was held at their signature Elyx House in Hollywood. This event received over 100 million impressions on social media platforms. The party included a performance from DJ Paul Oakenfold.

 Attendees: 500+ guests, appearances from Diplo, Chuck Liddell, Sophia Bush, Leon Bridges, DJ Kaz, Kandee Johnson & more.















PLAYBOY BUNNIES AT MUZIK (2016-2018)



Z Group representing the Playboy Brand, created a licensing deal with Toronto's top night life venue - Muzik. Which led to branding their outdoor beach "Playboy Beach" for the 2016-2018 summer series.













ADRIENNE MALOOF HOLIDAY PARTY 2012-2019



Christmas Holiday Party Each year, Z Group designs an exquisite holiday party for the Maloof family.

- · Catered by Crystal Bartenders.
- The event typically receives over 5 million impressions on social media.
- Full event production, including S&R, lighting, and gift bags.















RIHANNA "LAST GIRL ON EARTH TOUR" PARTY AT DRAI'S (HOLLYWOOD)



Asics and Drai's Hollywood hosted a party for Rihanna. The turnout was incredible, the venue included an open dancefloor, open bar, gift bags and good times all around.

- The event received more than 10 million print impressions and over 40 million online impressions.
- Asics produced a branded video from event.















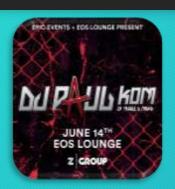






DJ'S AND LIVE PERFORMERS













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HARD ROCK HOTEL & CASINO TIME





BBBRHAN SHARE









CELEBRITY APPEARANCES























