

Z | G R O U P

Brand Marketing and Talent Booking

HOLLYWOOD

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)

WEEKLY
inTouch



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.



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

CÎROC
ULTRA PREMIUM VODKA

TRILLER

fabfitfun

THE ALAZZO
RESORT · HOTEL · CASINO

AVIÓN
TEQUILA

HL
HAUTE LIVING

asics

VANS
"OFF THE WALL"

SONY MUSIC

UNIQUE'E

DRINKADE
CELEBRATE & FEEL GREAT



pocket
YOUR DOLLARS
Life Within Your Means

SNOW
PEETH WHITENING

Weight
Watchers

MasterChef

HUBLOT



LIVE
NATION

PERONI

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, Kande Johnson & more.



ACQUA PANNA
TOSCANA



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.



TALENT BOOKINGS

Celebrity Appearances



DJ's and Live Performers



DJ'S AND LIVE PERFORMERS



EPIC EVENTS • EOS LOUNGE PRESENT

DJ PAUL KOMI

OF TRILL & TRAP

JUNE 14TH
EOS LOUNGE

Z GROUP

MEMORIAL DAY WEEKEND

TABOO

OF BLACK EYED PEAS

FRIDAY, MAY 23
MEMORIAL DAY WEEKEND

HARD ROCK HOTEL & CASINO

DAY BEATS

BEST VEGAS DJS ALL SUMMER LONG

CHRISTINA MILIAN

3RD PERFORMANCE WITH SUPPORTING SET BY DJ DJ TORRES

SATURDAY JUNE 11
DOORS OPEN AT 9PM

Z GROUP

GO POOL Flamingo

GO POOL Flamingo

MONTELL JORDAN

SATURDAY, AUGUST 5

Z GROUP

NIGHT JAMZ

3:00AM-7:00AM | 7:00AM-11:00AM | 11:00AM-3:00AM

DAY BEATS

BEST VEGAS DJS ALL SUMMER LONG

TABOO

OF BLACK EYED PEAS

LIVE SET

SATURDAY MAY 6
DOORS OPEN AT 9PM

Z GROUP

GO POOL Flamingo

MAXIM HOT 100

SATURDAY JULY 30TH 10 PM

PALLADIUM

SPECIAL PERFORMANCE BY IGGY AZALEA

19-21
TICKETS: MAXIMHOT100.COM

FRIDAY FEBRUARY 28TH

NIK RICHIE'S

OF TRILL & TRAP

Music by *Birthday*

DJ CX | DJ ROBERTO PATRONI | DJ CYCLONE | DJ ISHY

5:00 PM UNTIL 1:00 AM | 1101 YOUNG BL. 32334 | TABLE RESERVATIONS (854) 733-8104

WWW.PARTYONBIRTHDAY.COM

Passion

Z GROUP

VANITY

NIGHTCLUB

SUN | 8 | 31 | 14 | 10:30PM

TYGA

WITH DJ FRANZSI

HARD ROCK HOTEL & CASINO

Z GROUP

Rehab

LIVE DJ PERFORMANCE

T-PAIN

SUNDAY, JULY 17 | 10AM

ROUNDUP BY DJ LOOT & WILLIAMS

Z GROUP

HARD ROCK HOTEL & CASINO

SATURDAY JUNE 19
LAX → PARIS

THE HOLLYWOOD SOCIAL

HOSTED BY ABIGAIL RATCHFORD

AND GEMMA LEE FARRELL

Z GROUP

HARD ROCK HOTEL & CASINO

PLAYBOY BEACH

HISTORY PLAYMATS

NIKKI LEIGH AND KENNEDY SUMMERS

SUNDAY JULY 30

Z GROUP

PLAYBOY VIP

at MUZIK

HOSTED BY PLAYMATS MONICA SIMS & STEPHANIE BRANTON

SATURDAY MAY 21

CELEBRITY APPEARANCES



CONTACT US



Zachary Solov

Office: (424)-777-0537

zach@zgrouppla.com

Los Angeles, CA

Cell: (323)-578-8620

