



BLUEZAN
CONSULTING

**Giving Voice to Things
That Matter**

Raising Awareness. Expanding Perspectives.

Who We Are

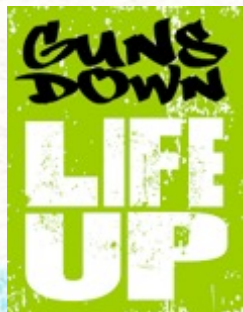
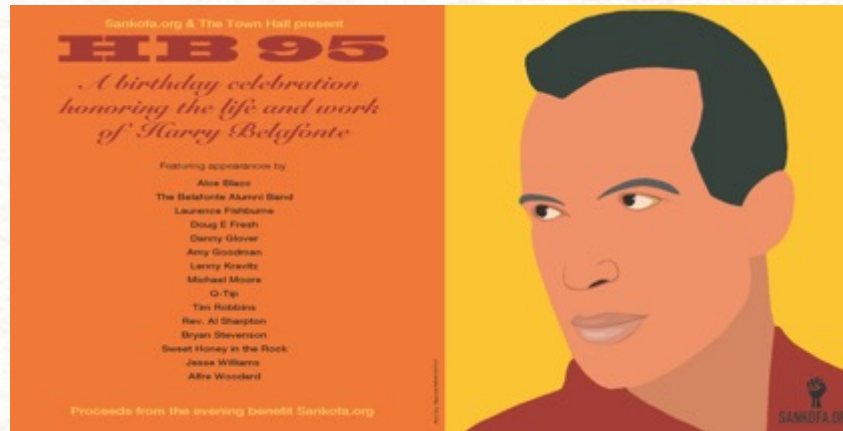
WE ARE a boutique experiential marketing and special events agency delivering impact ROI for clients. We do in-person, hybrid, and remote production.

WE PRODUCE one-of-a-kind **EVENTS** (local and international), **WRITE** (marketing | communications copy and content), and always **STRATEGIZE** (business, brand, creative).

WE HAVE experiential marketing, branding, event producing, communications, strategic planning, and business expertise, and have worked in the U.S., Europe, Africa, and Haiti.

OUR SWEET SPOT... Crossing borders, cultures, and platforms. Creating where social good, entertainment, branded content, strategy, and technology converge.

A Small Sampling of Clients



Case Studies



Sankofa.org & The Town Hall present

HIB 95

*A birthday celebration
honoring the life and work
of Harry Belafonte*

Featuring appearances by

Aloe Blacc

The Belafonte Alumni Band

Laurence Fishburne

Doug E Fresh

Danny Glover

Amy Goodman

Lenny Kravitz

Michael Moore

Q-Tip

Tim Robbins

Rev. Al Sharpton

Bryan Stevenson

Sweet Honey in the Rock

Jesse Williams

Alfre Woodard

Art by Scott Menechin



Proceeds from the evening benefit Sankofa.org



What We Did

Produced a concert event to celebrate legendary Harry Belafonte's 95th birthday and the tenth anniversary of Sankofa.org, the social justice organization he co-founded.

The sold-out evening at New York City's Town Hall integrated:

- 10 live music and dance performances
- 14 presenters
- 30 curated videos
- The first-ever Harry Belafonte Social Justice Awards

Performers and presenters included:

Whoopi Goldberg, Alicia Keys, John Legend, Lenny Kravitz, Gina Belafonte, Spike Lee, Laurence Fishburn, Alfre Woodard, Rev, Al Sharpton, Cornell West, Michael Moore, the Belafonte Alumni Band, Doug E. Fresh, Bill T. Jones, Amy Goodman, and more.



WHO WILL WRITE OUR HISTORY



United Nations
Educational, Scientific and
Cultural Organization

CASE STUDY

INTERNATIONAL HOLOCAUST REMEMBRANCE DAY

**GLOBAL SCREENING
& FACEBOOK LIVE EVENT**

27 JANUARY, 2019



What We Did

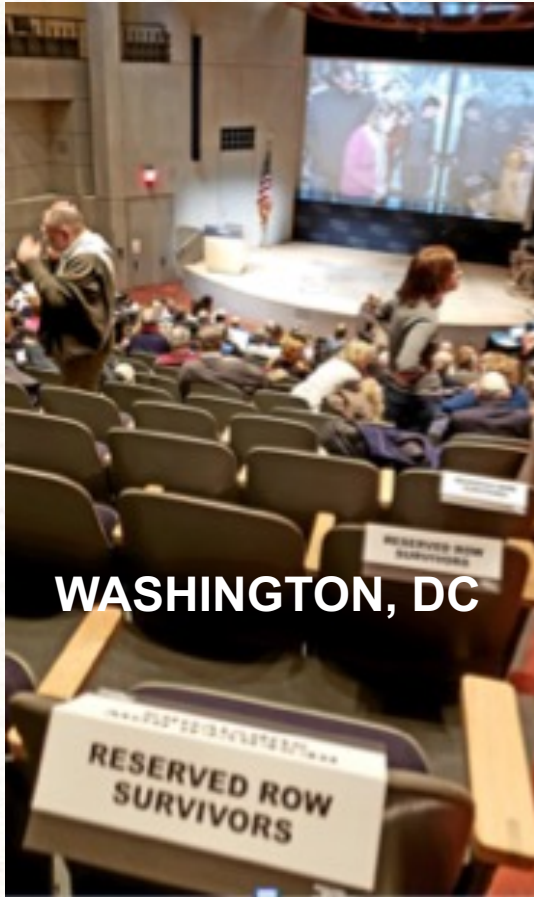
On International Holocaust Remembrance Day 2019, we brought the world together through film and Facebook Live from UNESCO headquarters in Paris:

- Developed marketing/communications strategy and soup-to-nuts planning
- Oversaw all logistical aspects of screening, panel discussion, 3-part Facebook Live broadcast
- Served as primary contact with our global humanitarian and Jewish organizations and institutional partners
- Partnered with #1 Facebook Live content creator/director
- Created original live content and curated existing content to use during screening, for post-event marketing, and educational tools throughout the theatrical, non-theatrical, and ancillary release of film

The Results

- UNESCO headquarters + 355 venues in 55+ countries hosted simultaneous screenings of award-winning documentary, *Who Will Write Our History* and concurrent Facebook Live broadcasts
- 14-camera, 3-part Facebook Live broadcast simultaneously in Polish, French, and English across multiple pages
- Film subtitled into 12 languages
- Live remote Skype video integration into Facebook Live for audience participation from Auschwitz-Berkinau Memorial & Museum and Jewish Historical Institute (Poland), U.S. Holocaust Memorial & Museum (D.C.), Museum of Tolerance (L.A.)
- Raised international awareness about film and its timely subject matter
- Integrated into World Jewish Congress' global #weremember campaign
- Created successful model for incorporating Facebook Live into global film, music, social good, or brand events looking to dramatically raise visibility with real-time, direct-to-consumer engagement

Integrated Remote Locations For Live Broadcast



WASHINGTON, DC



AUSCHWITZ-BIRKENAU, POLAND



WARSAW, POLAND



LOS ANGELES, CA

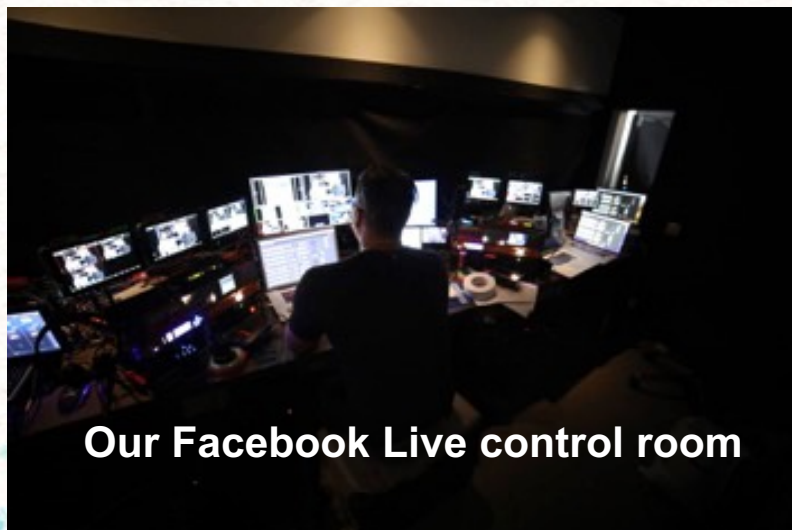
Team



Nancy Spielberg, Executive Producer and Roberta Grossman, Writer, Director, Producer, *Who Will Write Our History*; Susan Jacobs, Event Producer; George Barnes, Facebook Live Director.

From UNESCO Headquarters in Paris

Post-screening panel / Q&A was broadcast live on Facebook





Fashion Week Paris National Library of France



LIVESTREAM WILL BEGIN SHORTLY

What We Did

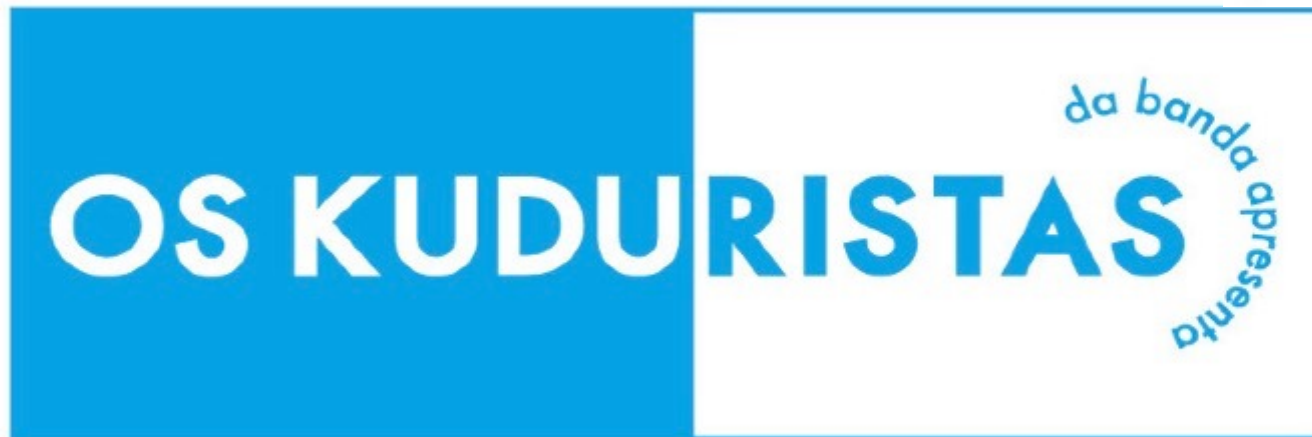
For RIHANNA's Fenty x PUMA product launch during Paris Fashion Week, we produced a 14-camera Facebook Live broadcast from the National Library of Paris.

RESULTS

25 million views, an increase of almost 200% over Rihanna's Facebook page from the previous week.







Music | Dance | Fashion | Education | Experiential

Luanda. Paris. Amsterdam. Stockholm.

New York City. Washington, DC.

Background

Client Da Banda International, a leading Angolan media company, produces Africa's competitive dance TV show Bounce, owns Africa's Elite Models franchise, and promotes Kuduro MC's and dancers.

Kuduro is an authentic, unique, and high-energy Angolan music, dance, fashion, and lifestyle youth culture. Kuduro music, a form of EDM, and its dance moves are influenced by hip hop, traditional Angolan dance, and references to Angola's current cultural renaissance.

Kuduro incorporates the story of Angola's civil war that ended in 2002.

The Brief

Create an interactive brand platform to raise awareness and promote Kuduro, develop a Kuduro fan base in Europe and the U.S., and educate younger generations about Kuduro culture while creating brand partnership opportunities across various categories.



MUSIC



DANCE



FASHION



EDUCATION



EXPERIENTIAL

What We Did

- Developed an 18-month interactive brand platform, Os Kuduristas ('We who make Kuduro'), to promote Kuduro music and dance
- Multi-pronged experiential events in Europe and the U.S.
- Staged street dance battles in Paris, Amsterdam, and Stockholm with Os Kuduristas dancers battling local crews against iconic backgrounds to seed Kuduro into dance communities and introduce Kuduro to Western audiences
- Award-winning installation designer Sebastien Leon Agneessens created 5-day experiential pop-up Quintal's (Angolan 'backyard') in Paris and Amsterdam
- Quintal events included DJ performances; Angolan fashion shows; dance workshops; VIP opening; Sunday brunch showcasing traditional non-Kuduro Angolan music

What We Did - continued

- Developed interactive website as platform to host custom-curated and branded content for international promotion of Kuduro
- Created cross-cultural educational exchange program between students at Achievement First in Brooklyn, Frank Sinatra School of the Arts in Queens, and Kilamba High School in Angola
- Brought Os Kuduristas dancers to NYC and Washington, DC to teach dance workshops and participate in a beat-making class at Achievement First
- Student-made tracks were recorded at Converse Rubber Tracks studio in Brooklyn with a Kuduro MC laying down vocals
- Education Program culminated in school-wide assembly featuring student dancers performing with Os Kuduristas

The Results

- 1 billion traditional and social media impressions
- Produced 20 branded Kuduro short videos
- Secured dozens of domestic and international media partners
- Website showcased dance dictionary of Kuduro dance moves and interactive dance sequencer so users could create their own Kuduro dance combination
- Frank Sinatra students made award-winning short documentary, 'Kuduro NYC.' Screened at Tribeca Film Festival and Lincoln Center's Dance on Camera/Capture Motion Student Competition Film Festival
- Distributed 5,000+ pieces of branded collateral items

On the Streets of Paris, Amsterdam, Stockholm



At the Quintal in Paris & Amsterdam



Client Praise

“When we first discussed the idea for this global event, I had an anxiety attack. Who could manage all the fast-moving parts, get our international partners to speak the same language across continents and countries, and hold the same passion and commitment to take the idea to fruition?”

Then I was introduced to Susan Jacobs.

When I first saw the drawings, I thought it was a schematic for neurosurgery, it was so complicated. Plus, it would be in a foreign country. Thankfully, and with my deepest gratitude, Susan packed a knockout of a punch.

She handled every aspect of this simultaneous global screening and Facebook Live event. Not only was she incredibly professional, but she was also a hell of a lot of fun to work with.”

— **Nancy Spielberg, Executive Producer, *Who Will Write Our History***

Contact

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