



ALTER EGO CONSULTING FIRM

COMPANY SUMMARY



ALTER EGO, LLC
Public Relations/Media and
Marketing



WHO WE ARE

Alter Ego Consulting, an East Coast-based boutique public relations and marketing agency with international reach, offer the highest level of personal and creative strategic planning and service for luxury lifestyle brands. We have gained a well-earned reputation as a respected, integrated communications office representing luxury design, consumer brands, entertainment, fashion and sports. These are our passions.

Combining media relations, promotions, strategic alliance development, direct marketing, executive media tours and event production, Alter Ego Consulting creates campaigns that exceed client expectations. Creative campaigns are conceived with a client's short and long term sales and marketing objectives so that public relations programs merge with client marketing and monetary goals and increase their bottom line.

At AEC, we believe in interactive and close client-agency relationships. We study a company, product or idea from every angle and each act we take is designed to achieve results. As our client, you keep your hands on the wheel, while we keep our eyes on the road – together we'll keep your "business" vehicle moving in the right direction. We pride ourselves on our innovative strategic planning, creativity and successful team effort with our clients.

WHY CHOOSE ALTER EGO

- We are a boutique agency providing hands-on contact with the agency principals with over 8 years of combined PR and marketing experience.
- We create fully integrated campaigns including promotions, direct mail, entertainment industry relations, marketing and media relations.
- Our agencies focus on luxury lifestyle, entertainment, fashion and products targeting the upscale consumer.
- We create a marketing partnership with our clients and maintain close involvement and regular contact.
- We only engage clients with who we are passionate about their products.
- Each client is handled on an individual basis. We study a company from all angles and develop programs that fulfill their monetary goals, budget and time line, which is created as a part of a comprehensive PR plan accomplished within the first 60 days.
- We take pride in our strategic planning with innovative tactics designed to achieve results and enhance our client's bottom lines.
- We have a reputation for designing custom creative campaigns that are direct, aesthetic and have an impact. No cookie-cutter approach here!
- We aim to exceed expectations and deliver results that are based on our clients marketing objectives that assist in overall image development.
- At Alter Ego Communications, we take pride in our past public relations and marketing success that has been a direct result of integrity, special relationships, and attention to detail.

MEDIA OUTLETS

E!Online – <http://eonline.com/>

B.Scott – <http://lovebsscott.com/>

Necole Bitchie - <http://necolebitchie.com/>

Perez Hilton - <http://perezhilton.com/>

The Boom Box – <http://theboombox.com/>

24HourHipHop.com - <http://24hourhiphop.com/>

RollingStone Magazine – <http://rollingstone.com/> World Star Hip Hop – <http://worldstarhiphop.com/>

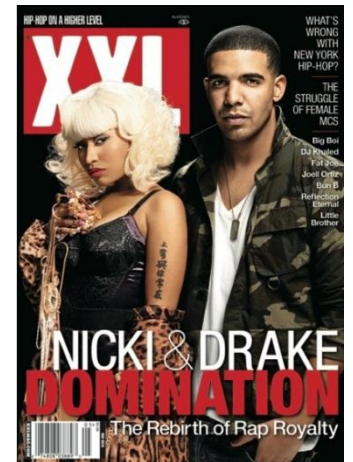
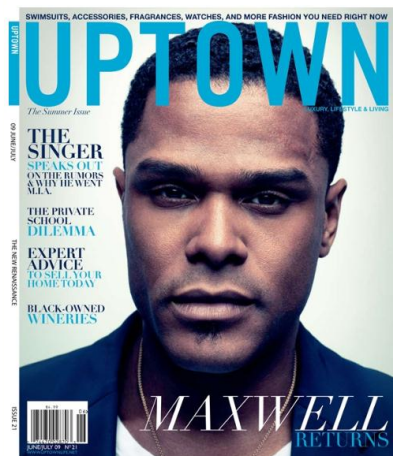
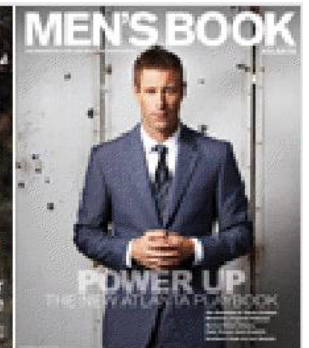
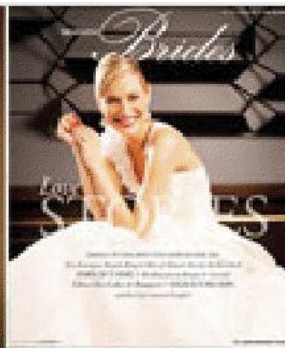
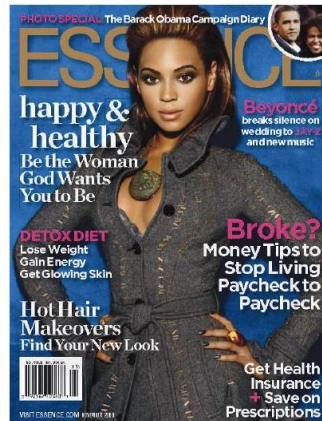
Essence Magazine – <http://essence.com/>


XXL Magazine – <http://xxlmag.com/>

Uptown – <http://uptownmagazine.com/>

Urban Lux Magazine – <http://urbanluxmagazine.com/>

& many more!





With more than seven years of experience in experiential marketing, corporate sponsorship sales, public relations, B2B and project management – Alter Ego, LLC has a wide range of experience driving strategic growth and visibility for leading nonprofit, sports, entertainment and educational organizations. We provide a proven ability to drive record- high marketing campaign response, along with executing successful product and program launches continuously. We are passionate most about cause-related marketing, music, fashion, sports, consumer public relations, and consumer brands.

OUR CORE COMPETENCIES:

Public Relations & Media Exposure

Marketing Strategies & Campaigns	Corporate Communications
Budgeting & Forecasting	Product Positioning & Branding
Prospecting & Client Cultivation	Sales Collateral & Support
Market Research	Account Development

PREVIOUS CLIENTS & PROJECTS: (not limited to)

- Reign Down Cleaning & Painting – Marketing & PR Consultant; 2009-2011
- Houston Stallions – Pro Arena Football Team, Sports Marketing Consultant; 2010
- Navistar LPGA Tour, Marketing & Corporate Sponsorship Consultant; 2009, 2010
- Ignition-Inc., ESPN Gridiron Blowout Tour, Marketing Consultant; 2008-2009
- Octagon Marketing, ESPN College Game Day built by The Home Depot, Marketing Consultant; 2008
- Cossette Productions, BET Networks, Marketing Consultant, 2006-2010
- The National Breast Cancer Foundation, PR & Media Consultant; 2007
- Atlanta Ronald McDonald House Charities, Media Relations Consultant; 2007
- Children’s Healthcare of Atlanta, Media Relations Consultant; 2007
- Paparazzi Event Series, featuring 8732 Clothing, PR/Media Consultant; 2007

Pro Bono Projects

- Ivy Hall Assisted Living- Alpharetta, GA; 2002-2004
- American Cancer Society, “Making Strides against Breast Cancer”; 2001-2007
- Chick-fil-A Charity Championship, LPGA Tour; 2001-2004
- BellSouth Classic, PGA Tour; 1999-2003

ALTER EGO PR & MARKETING — 2012 PROJECTS

Harris Group Services – www.harrisgs.com

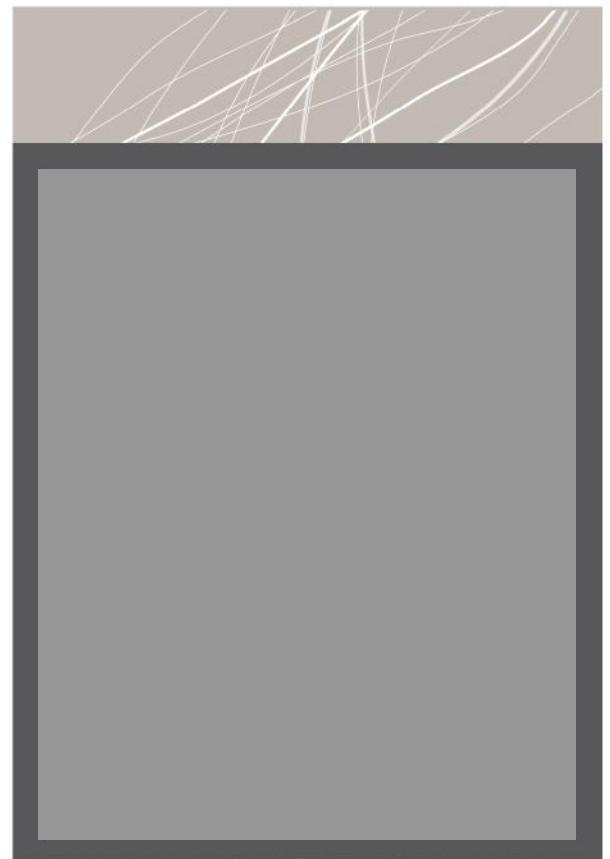
2012 Fashion & Philanthropy -
<http://www.facebook.com/FandPATL>

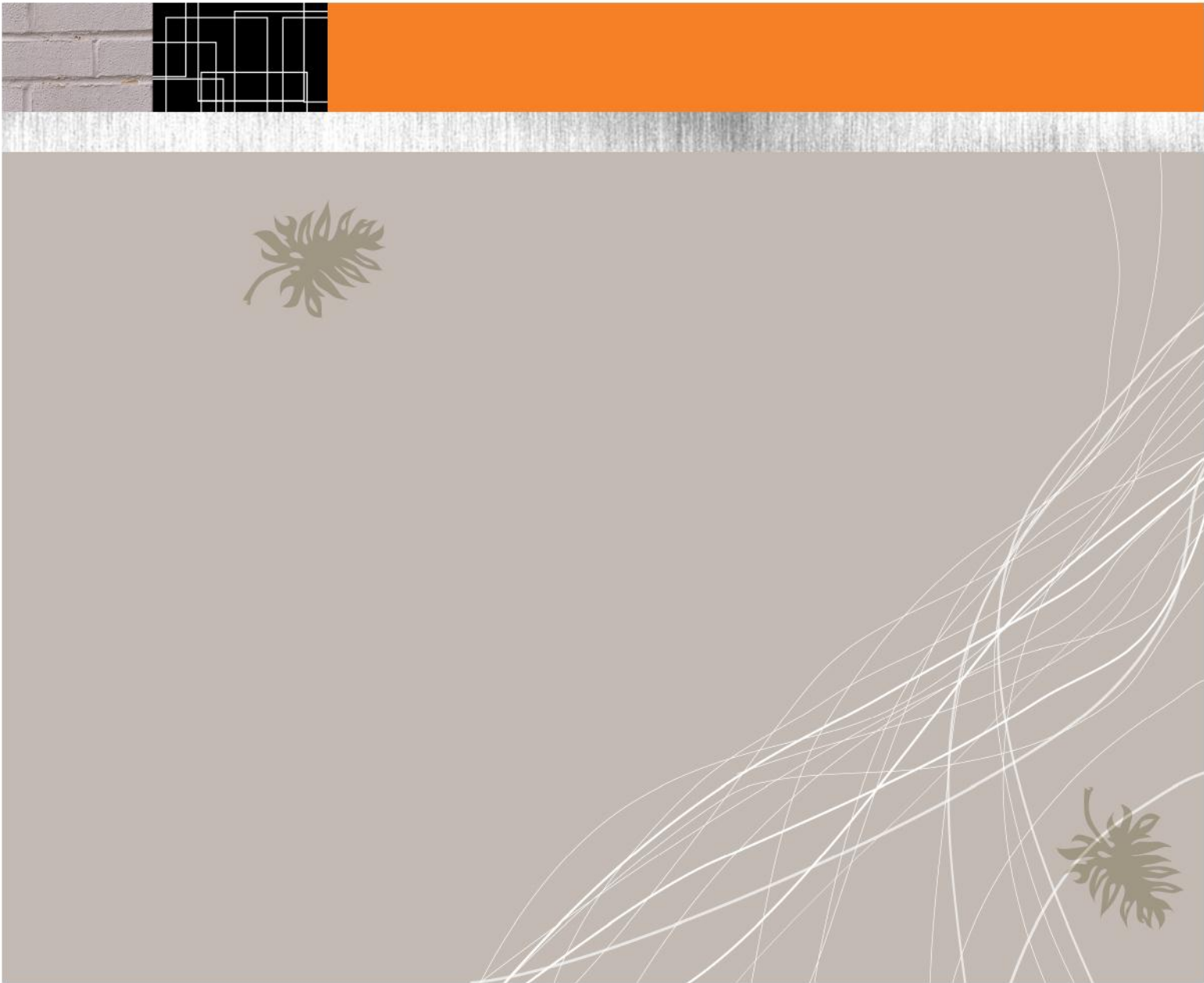
Corporate Code ATL – www.corporatecodeatl.org

Flat Out of Heels – www.flatoutofheels.com

CarDan Designs - <http://www.facebook.com/cardandesigns>

And many more individuals and special events!





ALTER EGO, LLC

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www.ALREGOCONSULTING.com | www.ALTEREGOPR.com

