



THE COOL KIDS

A PASSION POINT AGENCY.



OUR CAPABILITIES

IDEAS AND STRATEGY

IDEA HACKATHON
BRAND POSITIONING
BRAND IDENTITY

HUMAN & CULTURAL INSIGHTS

QUALITATIVE RESEARCH
TREND REPORTING
CONSUMER INSIGHTS

EXPERIENTIAL

SPECIAL EVENT CURATION
POP UPS
BRAND ACTIVATION

PLATFORM DEVELOPMENT

RAPID PROTOTYPING
MOBILE APP
STORYTELLING

MUSIC & PERSONALITY RIGHTS

MUSIC RIGHTS
PERSONALITY RIGHTS
MUSIC PARTNERSHIPS

INFLUENCER MARKETING

CAMPAIGN INTEGRATION
SOCIAL MEDIA ACTIVATION
PRODUCT SEEDING
INFLUENCER THINK TANK



DRAKE + SPRITE

Developed the Sprite music initiatives brand by advising Sprite to engage the services of Drake (a then emerging artist) for its 2009 campaign, which led to a multi year and platform deal.



MICHAEL JORDAN + LUDADAY WEEKEND

Worked with Talent's team and Ludaday team to secure Talent for participation and appearances across multiple Ludaday Weekend platforms

LUDACRIS + NEW ERA CAP

Guided New Era team to secure recording artist and actor Ludacris for its Capture The Flag Series, consisting of customized special edition headwear, a flagship store launch, and talent sponsorships.



JOEY BADASS + CALVIN KLEIN

Shaped and negotiated the Joey Badass brand rights and music rights for his involvement in the Spring 2016 Calvin Klein campaign

All work featured was performed by members of the cool kids team during various stages of their careers, except where noted.

WHY WORK WITH OUR **ATLANTA** BASED AGENCY? WE ARE ACTIVE PARTICIPANTS IN A CULTURE THAT SETS TRENDS.

VOGUE

*"IS **ATLANTA** BECOMING THE SOUTH'S CULTURAL CAPITAL?"*

Los Angeles Times

*"WHICH CITIES SHAPE OUR MUSICAL TASTES? **ATLANTA**, MONTREAL..."*

VICE

*"**ATLANTA**...AN INTERNATIONALLY REVERED HIP HOP MECCA...
WITH ENORMOUS ETHNIC DIVERSITY"*

TIME

***ATLANTA** #2 BEST CITY FOR MILLENIALS*



OUR INFLUENCER REACH.

WE CAN ENGAGE OUR INFLUENCER NETWORK TO REACH MILLENIALS

18M



21.5M



32M



THE COOL KIDS PROCESS.



MULTIDISCIPLINARY WITH BIG IDEAS



DEAN JACKSON

PROJECT MANAGER
TALENT / VENDOR LIAISON



RUFIN TSHINANGA

CAMPAIGN BUILDER
EXPERIENTIAL DESIGN



EVITA KAIGLER

CLIENT RELATION
LEAD NEGOTIATION