



We Live **Brands** , We Sweat **Strategies** , We Inspire **Communities** , And We Build **Business** .

WE ARE A NEW ERA IN COMMUNICATIONS.

[www.BrandingNYCity.com](http://www.BrandingNYCity.com)

## *Who Are We?*

Branding New York City, established in 2007, is a leading multicultural strategic branding and innovative marketing agency specializing in creating a brand's digital footprint, innovative communication engagements, and comprehensive public affairs strategies.

The Branding Team has active team members and clients across the U.S. with additional sister offices in: Los Angeles, New York City, Honolulu, Miami, and Dallas.



## *Our Philosophy*

As a strategic branding and marketing agency, we have been able to create lasting and trusted relationships with our clients through employing the most up to date and authentic solutions to provide the highest returns.

We excel at skillfully using the technical aspect in storytelling to transcend expectations. We are the true definition of a new era in communications. We are innovative as we serve as your chief marketing and strategy officer.

We live brands, we sweat strategies, we inspire communities and we build business.



# OUR *Approach*

At Branding Los Angeles, there's no one-size-fits-all approach. We pride ourselves on delivering bespoke services to each client, tailored specifically to their unique needs and overarching business or organizational objectives. Every client engagement is a meticulously crafted strategy, ensuring that our solutions align perfectly with individual goals, fostering a truly distinctive and effective brand experience for each of our partners.

**Creative Customization > Brand Messaging**

**Local & National, Region & Market Needs > Cross Channel Promotion**

**Measure & Analyze > Media Driven Tactics**





# STRATEGIC BRANDING

## We Sweat *Strategies*

Your Brand should encompass specific and long-term goals. Your brand is your organization's value. Your brand is your unique selling proposition, the organization's culture and personality, and your promise to consumers. How is your brand perceived? What message does your brand deliver? Does it achieve your objectives?



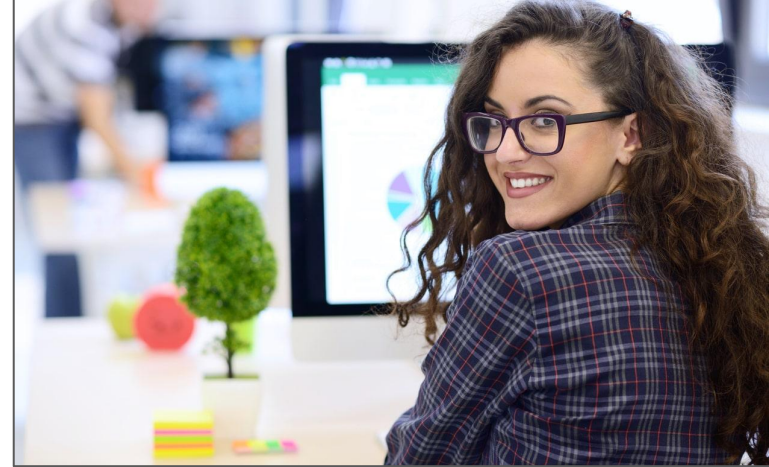
### Branding Services include:

- Brand Identity & Development
- Brand Management & Strategy
- Graphic Design
- Logo Design
- Print Design
- Packaging Design
- Web Design & Development
- App Development
- Brand Experience & Positioning
- Market Research
- Focus Groups
- Surveys

# MARKETING & COMMUNICATIONS

## We Bleed *Digital*

In today's hyperconnected world, it is no surprise that marketing is ever-changing. Understanding your comprehensive goals will drive and determined your marketing strategies and communication tactics through various channels. How, what, and when you send messages is critical and measurable.



## Marketing & Communications Services Include:

- Strategic Communications
- Strategic Marketing & Communications
- Market Research & SWOT Analysis
- Content Creation
- Videography & Photography
- Digital Marketing
- Social Media
- SEO
- Media Buying
- Email Marketing
- Commercial/Professional Media
- Technology
- Workflow Automation
- Virtual Reality/Tours
- E-Commerce
- Enterprise Management

# PUBLIC AFFAIRS

## We Inspire *Communities*

What is the public's perception of your brand, product, or project? What information is out there? Public Affairs is interdisciplinary; it delivers your message and decides how it is received. Speak to your target segments, manage public opinion, and let your consumer experience your brand.



### Public Affairs Services Include:

- Community Affairs & Outreach
- Partnership/Strategic Alliances
- Residential Awareness
- Focus Groups
- Street Teams
- Flyer Distribution
- Experiential Marketing
- Special Events
- Sponsor / Brand Activations
- Crisis & Reputation Management
- Media Relations / Media Buy
- Corporate Philanthropy



# *More About Us*





# *Your Project Leads*

## **BEN BEHROOZ**

Founder & CEO

Ben is a seasoned professional with over 17 years of experience in storytelling, effective digital marketing, and brand building across diverse industries and businesses. Ben specializes in planning, creating, and optimizing both local and national marketing campaigns. His expertise ranges from spearheading citywide public-safety initiatives to propelling small and business sized toward ambitious growth, spanning industries such as medical, dental, commercial, retail, real estate, and legal. With a strategic approach, he has expanded his business to encompass sister offices in Los Angeles, Honolulu, Miami, and Dallas. As the driving force behind the Branding Teams, he has transformed the agency into a powerful, multicultural branding and marketing powerhouse, consistently delivering award-winning services. Ben's passion lies in "helping our clients find their voices," wherein he defines and builds brands, refines messaging, and creates compelling brand personalities that resonate seamlessly across various channels to achieve his clients' goals.



# Your Project Leads

## **JOELLA HOPKINS**

President

With extensive experience in non-profit, association, and marketing realms, Joella brings a wealth of knowledge to her role. With over 24 years of marketing and event expertise, she seamlessly navigates from details to strategic delivery. Joella's passions lie in Branding, DEI in Marketing, and Culture Making. Before co-owning and leading Branding New York City, she served as the Director of Brand Partnerships for The 360 Agency, contributing to multicultural marketing and campaigns for Fortune 500 companies. Notably, Joella held a key role in City Hall, serving over four years as the DTLA Director & Strategic Media for L.A. City Council District 14. Her responsibilities spanned Homelessness, Policy, Planning, Public Works, Transportation, Community Engagement, and Programming. Additionally, she spearheaded the Office's Strategic Planning & Media activities, covering overall communications, social media, and printed collateral. Joella earned her stripes enjoying a successful 15-year run before merging with the Branding Team.



# GIVING BACK

Branding New York City is proud to celebrate the success of our 2024 Annual Toy Run, hosted in partnership with the NYPD Community Outreach Division—and even Santa joined in on the fun! At Branding New York City, giving back isn't just what we do; it's who we are. Every year, we lead impactful initiatives like our Earth Day Beach Clean-Up, Backpack Drive, and Annual Toy Drive to support our communities, uplift youth in need, and spread meaningful change.

It's not just a mission—it's our mantra. These projects allow us to foster connections, inspire collective action, and create a brighter future together. Whether protecting our environment or bringing holiday joy to children, we believe in turning compassion into action. Join us in continuing this ripple effect of kindness and care. Together, we can make a lasting difference where it matters most.





*Case Studies:*

*Examples of Work Produced*





# NEST SEEKERS INTERNATIONAL

The Branding Team spearheaded the entire journey of orchestrating everything from brand conception to its successful launch. From crafting the initial logo design and comprehensive brand guides to developing print and digital materials, we ensured a cohesive and compelling identity. Our creative initiatives extended to managing their social media marketing, media buying, and executing a robust digital launch campaign. Coordinating multiple photo and video shoots, we met both product and e-commerce requirements, setting the stage for a captivating and effective brand presence.

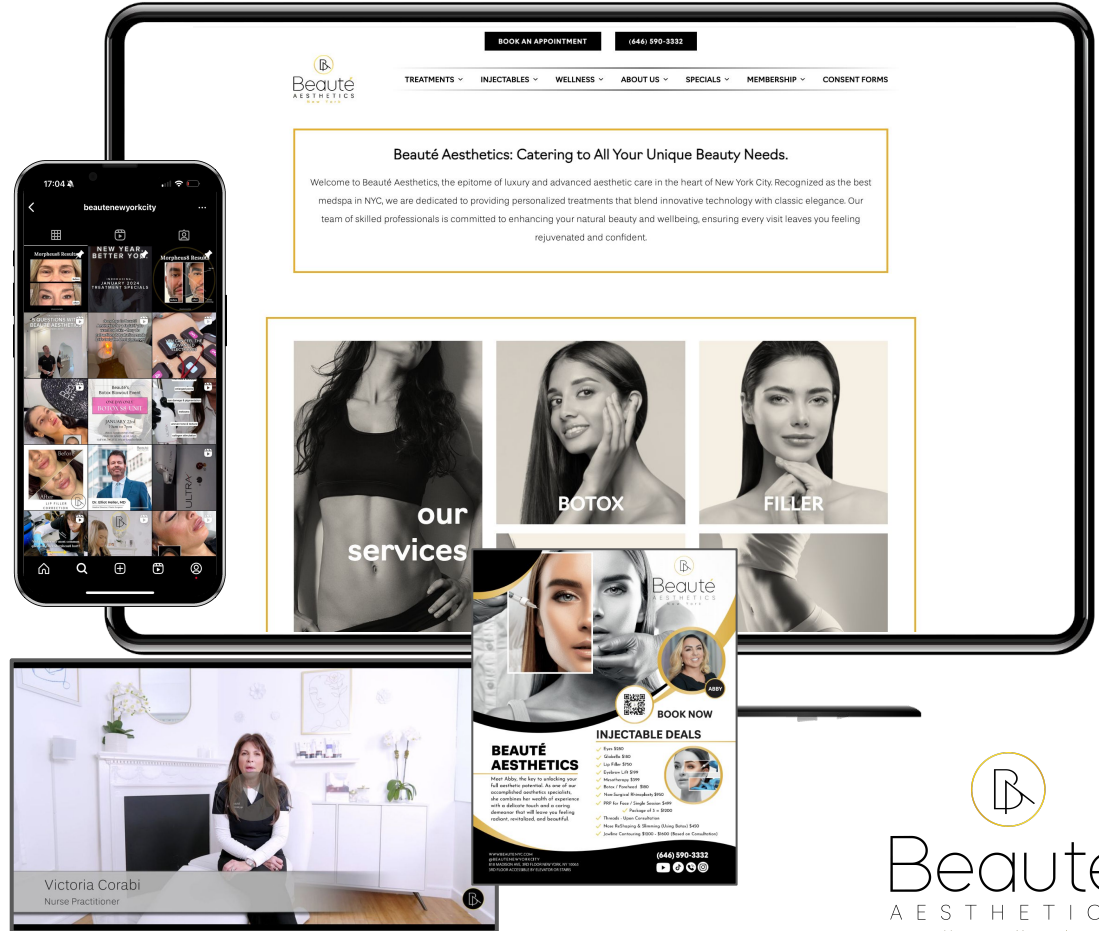
- Strategic Partnerships
- Public Relations
- Social Media Marketing
- Content Creation
- Reputation Management
- Social Media Exposure
- Print Deliverables



# BEAUTE AESTHETICS

The Branding Team coordinated strategic branding initiatives to propel the growing brand to new heights. We implemented comprehensive strategies, meticulously designed to enhance brand visibility and foster unwavering brand loyalty. To bring the brand to life across various platforms, we managed multiple photo and video shoots, delivering captivating assets for the website, social media, and promotional activities. Our efforts extended to forging collaborative partnerships on social channels and creating informational/tutorial videos to engage and educate the audience. Furthermore, our team executed an extensive paid media campaign that not only met but exceeded the set sales lead goals, ensuring Beaute Aesthetics achieved remarkable success in their growth journey.

- Brand Strategy
- Social Media Strategy & Influencer Marketing
- Creative Development
- Media Management & Advertising
- Photo & Video Asset Development



# GREENLAND USA

Our journey with Greenland USA's project in DTLA has been nothing short of extraordinary. From the exhilarating announcement of the project to the meticulous opening of its sales and marketing office, groundbreaking ceremony, and the subsequent leasing of the initial tower to Hotel Indigo, we've been there every step of the way. Our involvement spans across the spectrum, including concepting, creative graphics, logistics, marketing, promotion, forging strategic partnerships, and the seamless management of special

events. As the project unfolded, we proudly showcased the grand opening of the second residential tower and actively contributed to the promotion and sales of the condominiums.

- Marketing Strategy
- Creative Development
- Experiential Marketing
- Special Event Management
- Strategic Partnerships
- Public Relations



# SALO & SALO AESTHETICS

We're proud to have spearheaded the complete branding launch for Salo & Salo Dental Aesthetics, a pinnacle in luxury dental implant and dentistry practices. From crafting their distinctive logo and creative design to meticulously designing and developing their website, complete with a captivating virtual tour, our team ensured a seamless online presence. Additionally, we orchestrated the initial launch of their social media platforms, strategically curating content for optimal SEO performance and engaging blog posts.



- Brand Strategy
- Logo Design
- Website Design & Development
- Virtual Tour
- Reputation Management
- Content Development
- SEO

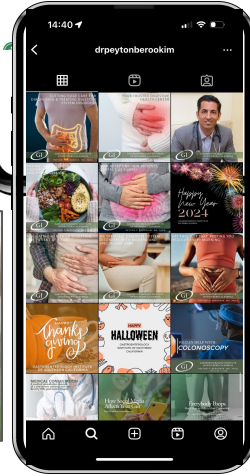
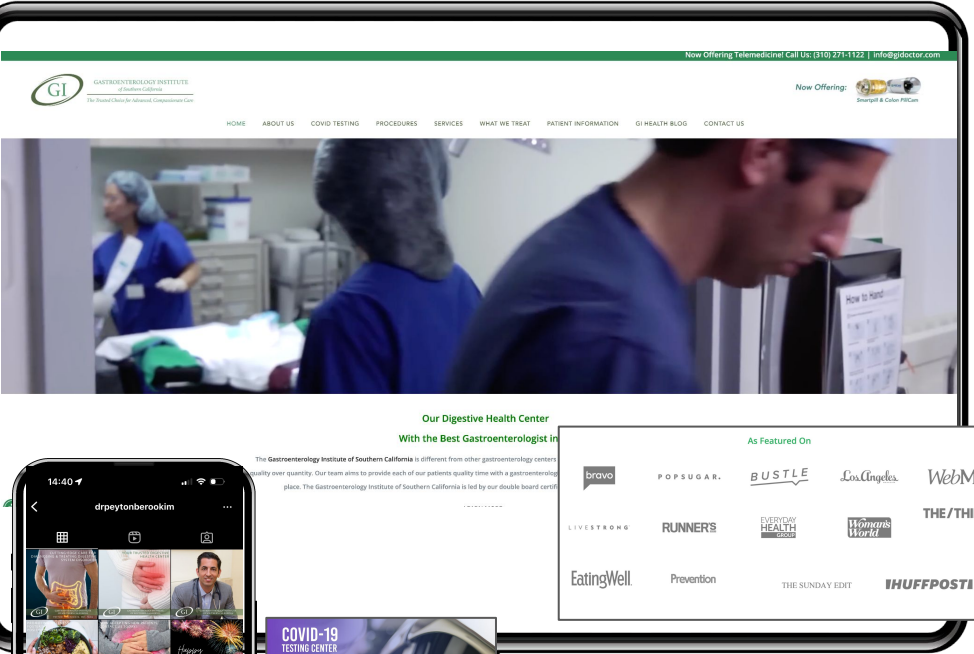




# DR. PEYTON BEROOKHIM

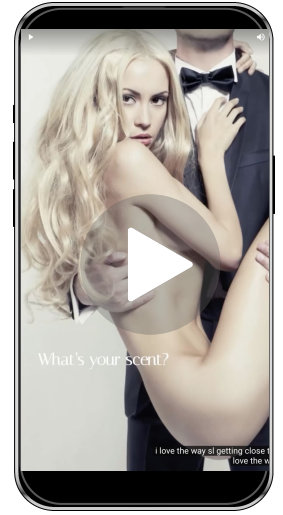
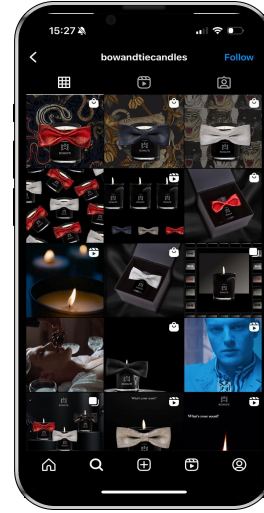
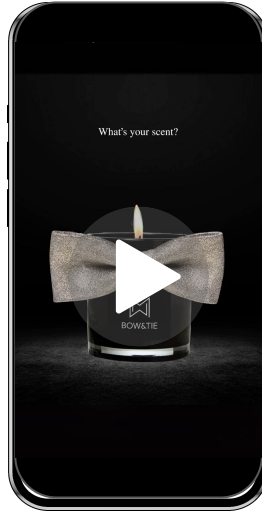
Elevating the profile of Dr. Peyton Berookhim, known as the GI Doctor, has been our privilege at the Branding team. From brand development to strategic social media marketing and impactful media buying, we've played a crucial role in shaping his narrative of GI Doctor to the Stars. Our services extend beyond conventional marketing, incorporating robust publicity and media management efforts to bolster Dr. Berookhim's prominence in the field. We continue to craft and implement innovative strategies that resonate with his audience and reinforce his position as a trusted and renowned medical professional.

- Brand Strategy
- Social Media Strategy
- Creative Development
- Logo Design
- B2C & B2B Technology Development
- Public Relations & Publicity
- Media Management



# BOW & TIE CANDLES

Step into the enchanting world of Bow & Tie Candles, where luxury meets exotic in a sensory masterpiece. We take pride in curating the grand unveiling of this extraordinary candle experience, showcasing its unique and rich scents that redefine indulgence. Beyond the fragrant allure, our involvement extends to crafting compelling creative assets, orchestrating impactful social media initiatives, strategic media buying, and a holistic marketing strategy. To amplify the brand's reach, we've launched an influencer and brand ambassador program, fostering a community captivated by the essence of Bow & Tie Candles. Join us on this aromatic journey where every detail is meticulously designed for an unforgettable experience.



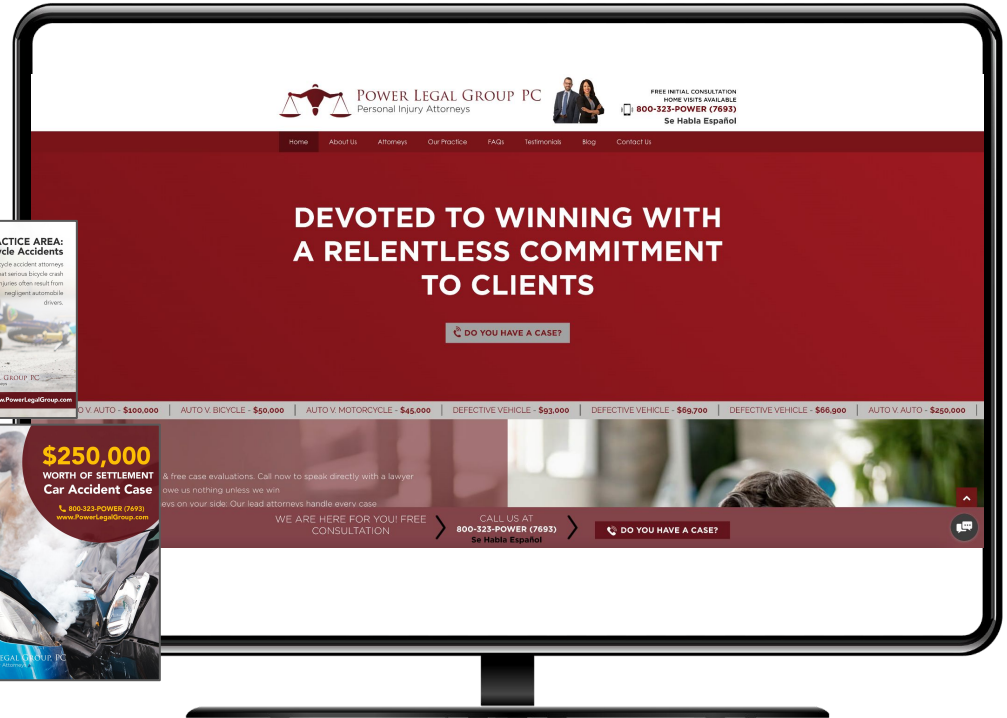
- Brand Strategy
- Social Media Strategy
- Creative Development
- Media Buying



# POWER LEGAL GROUP

The Branding Team played a pivotal role in enhancing the branding visibility of Power Legal Group. We meticulously developed creative and graphic assets that resonated with their target audience, effectively strengthening their brand identity. Our team also took charge of managing their social media content and marketing efforts, ensuring consistent engagement and growth across platforms. Moreover, we seized media buying and advertising opportunities to maximize their reach and impact in the market. Additionally, we optimized their website to facilitate lead aggregation, enhancing their online presence and driving conversions effectively. Through our comprehensive approach, we empowered Power Legal Group to stand out in their industry and achieve their branding objectives with confidence.

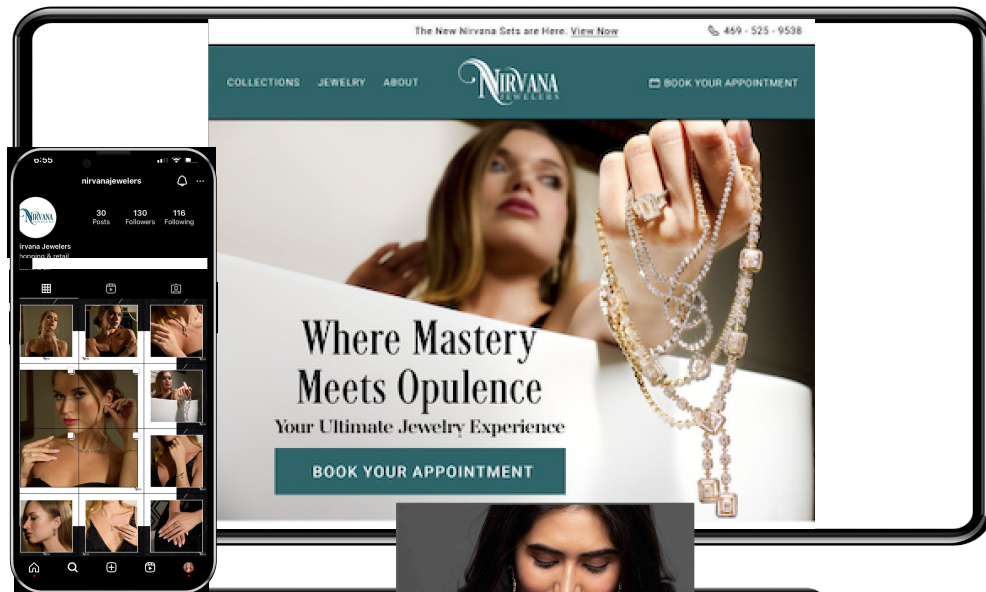
- Brand Creative & Strategy
- Website Design & Development
- Lead Development & Media Buying
- Social Media Strategy
- Informational - Print & Digital



# NIRVANA JEWELERS

The Branding Team has been instrumental in shaping Nirvana Jewelers' brand journey, providing a suite of services that ensure a distinctive and captivating presence in the luxury jewelry retail and digital space. From crafting logo design to developing a sophisticated website and promotional items, we've meticulously curated every aspect of Nirvana Jewelers' visual identity. Going beyond aesthetics, our team has devised a comprehensive marketing plan for the brand's launch. This includes a launch "teal carpet" event featuring partnerships with VIPs and targeted influencers, along with a charity auction to support a local non-profit, creating a meaningful and impactful introduction to the community. Additionally, the Branding Team has orchestrated flawless photo and video shoots, capturing the essence of Nirvana Jewelers with grace and precision for all visual creative assets.

- Brand Strategy
- Creative Development
- Logo Design
- Photo & Video Management
- Experiential Marketing

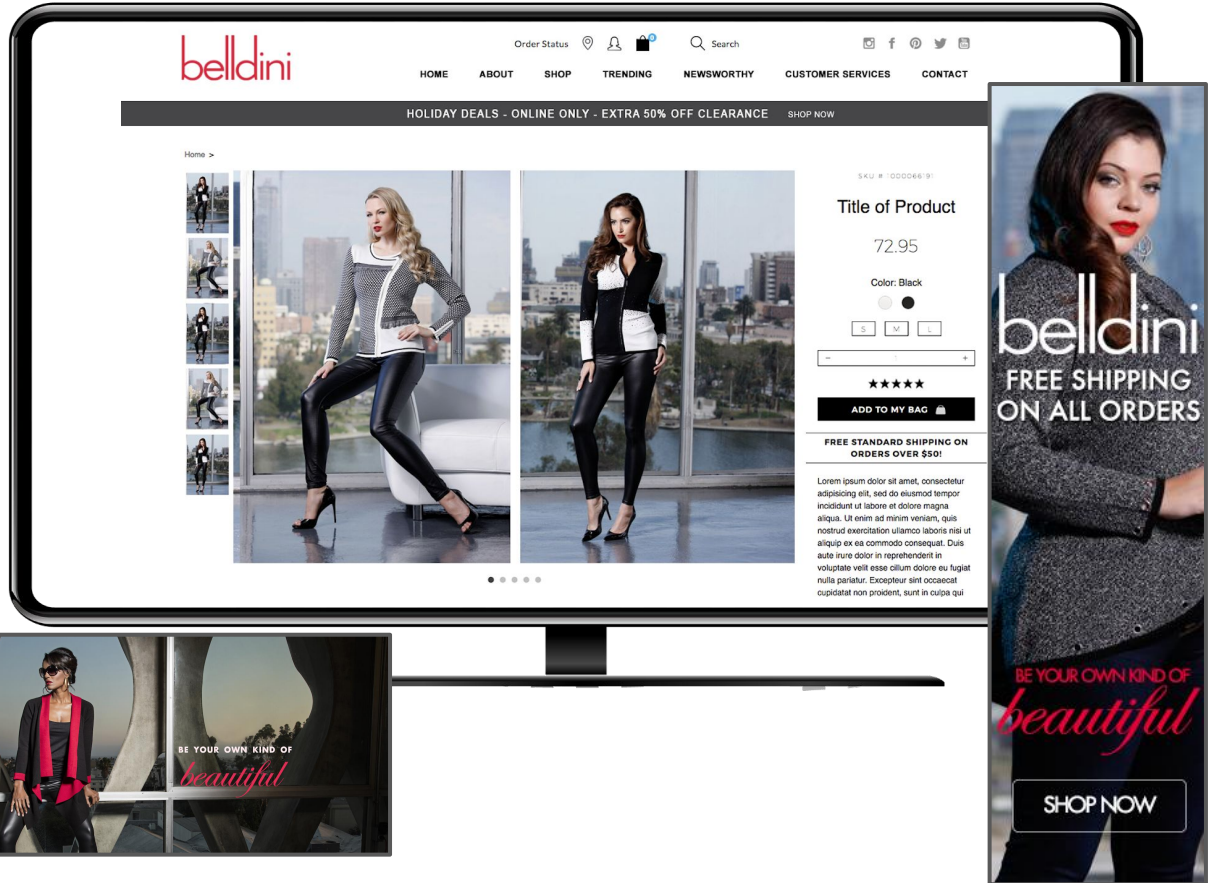




# BELLDINI

We've significantly enhanced direct-to-consumer strategies by seamlessly integrating celebrity spokespeople, expanding product reach into major retailers like Macy's, Ross, JCPenney, and prominent Canadian-based big box stores. Our expertise extends beyond this; we've orchestrated tech components facilitating product sales in these markets. Introducing branding elements like interactive hang tags featuring QR codes and links, we've ensured a seamless connection to their main platform. Through thorough research, we've not only analyzed the existing customer base but devised strategies to broaden their reach. Our comprehensive approach includes implementing effective monthly/weekly newsletters, strategic sales, and promotional campaigns, all aimed at optimizing brand visibility and engagement.

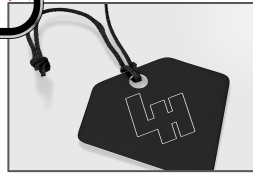
- Brand Strategy
- Brand Ambassador
- Creative
- B2C & B2B Technology Development
- Digital Sales Promotion



# LIQUID HEAT

The Branding Team spearheaded the entire journey of Liquid Heat, orchestrating everything from brand conception to its successful launch. From crafting the initial logo design and comprehensive brand guides to developing print and digital materials, we ensured a cohesive and compelling identity. Our creative initiatives extended to managing their social media marketing, media buying, and executing a robust digital launch campaign. Coordinating multiple photo and video shoots, we met both product and e-commerce requirements, setting the stage for a captivating and effective brand presence.

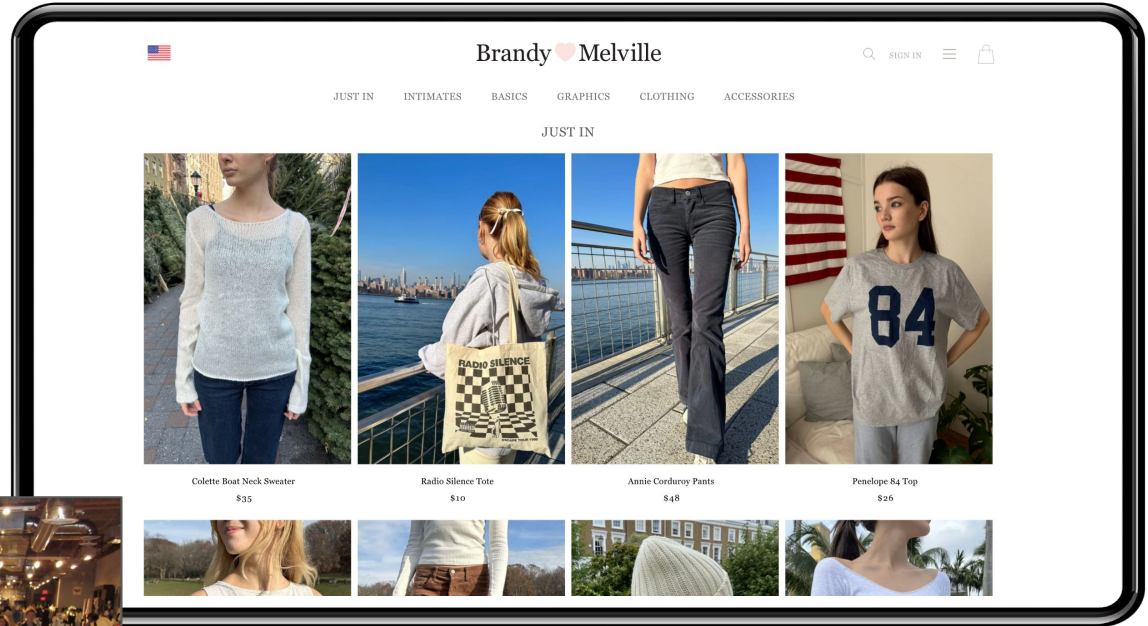
- Brand Development & Strategy
- Social Media Marketing
- Creative
- Website Development
- Paid Media



# BRANDY MELVILLE

The Branding Team played a pivotal role in launching the now nationally acclaimed Brandy Melville fashion brand. From the initial store opening to the debut of their website, including paid media strategies and SEO services, we laid a robust foundation that propelled the brand to unparalleled success. Our contributions were instrumental in elevating Brandy Melville to remarkable heights in the fashion industry.

- Website Design & Development
- Paid Media
- Business SEO



BRANDY  
MELVILLE





# DOWNTOWN CENTER BID

The Branding Team proudly served the Downtown Center Business Improvement District (DCBID) and collaborated closely with their marketing team to enhance brand strategy, experiential marketing, and special event management. The DCBID, fueled by property owners who assessed themselves a property tax, established an organization committed to promoting Downtown, prioritizing safety, and attracting new patrons to businesses, particularly their tenants. Our role extended to orchestrating a range of events, from residential gatherings to promotions spotlighting the diverse and vibrant activities within the Downtown Los Angeles area. We are dedicated to contributing to the success and vitality of the community through strategic branding initiatives.

- Brand Strategy
- Creative Development
- Media & Partnership Management
- Experiential Marketing
- Special Event Management
- Strategic Partnerships





# COLLIERS

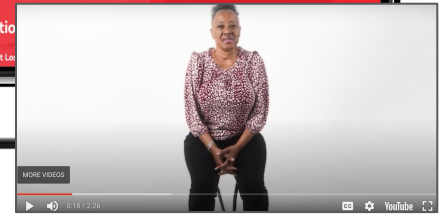
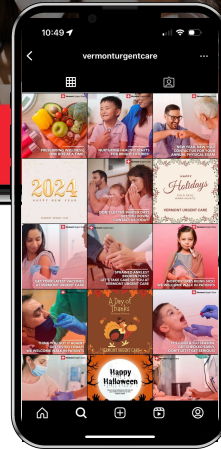
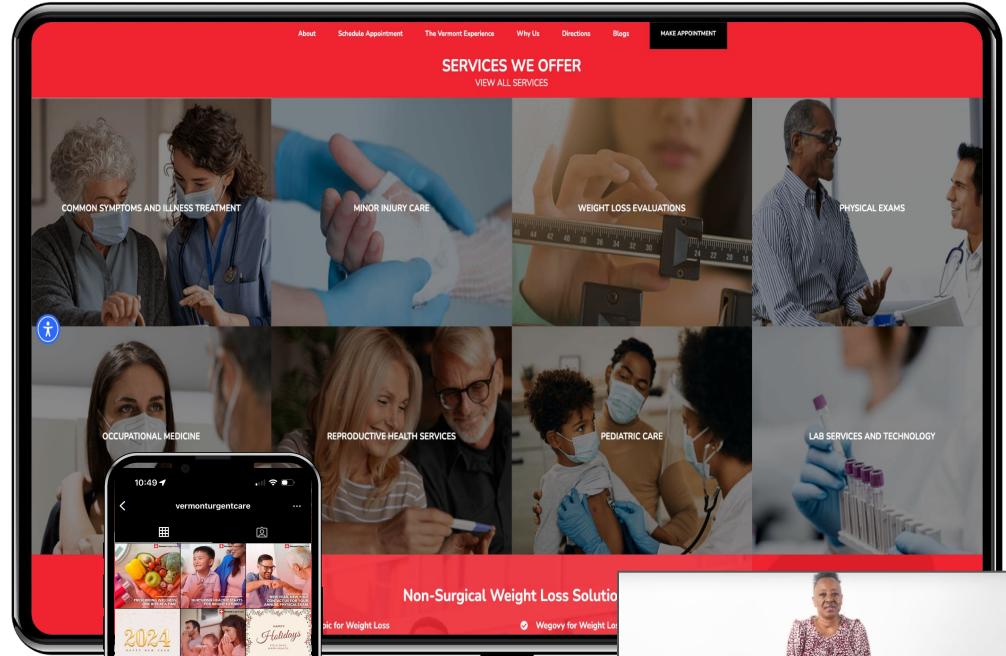
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- Brand Strategy
- Social Media Strategy
- Creative Development
- Logo Design
- B2C & B2B Technology Development
- Promotional Mailers



# VERMONT URGENT CARE

Our services included updating and brand repolish through their website to management of their social media platforms, our team has ensured a comprehensive and cohesive brand presence. Going a step further, we've captured the essence of patient satisfaction through impactful testimonials. Engaging with the community, we've seamlessly integrated Vermont Urgent Care as a community partner through various programs, expanding their reach and generating valuable patient leads. Additionally, our commitment extends to reputation management services, safeguarding and enhancing the brand's standing in the medical landscape. We continue to promote VUC and build a lasting and positive connection within the community.



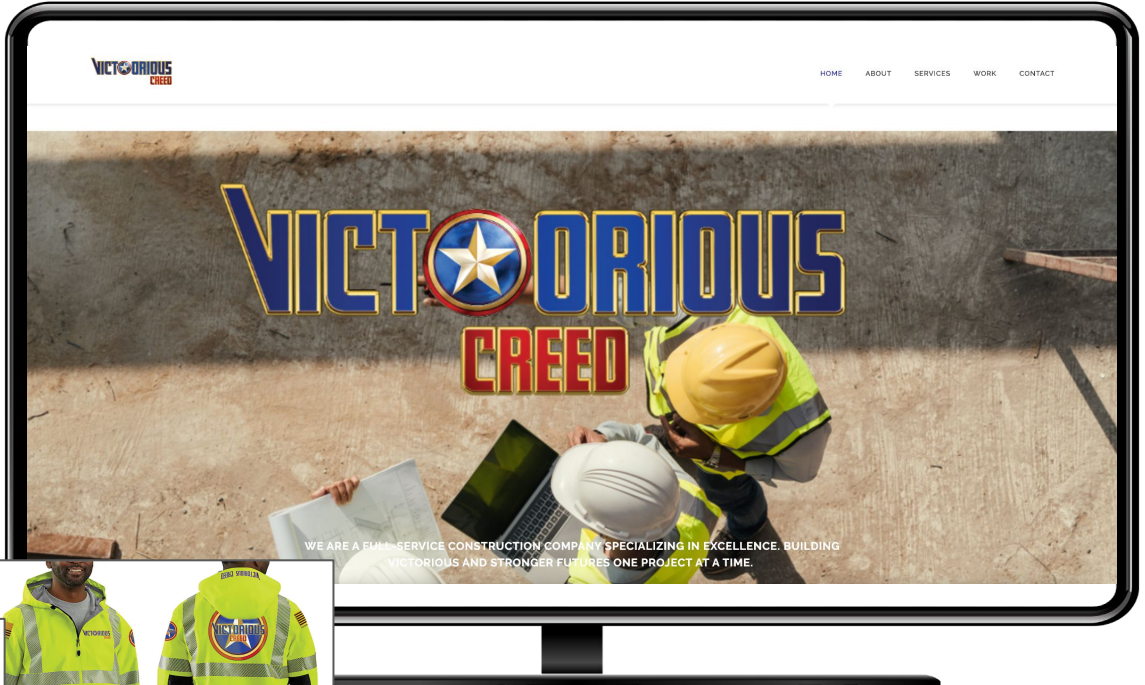
- Brand Strategy
- Social Media Strategy
- Creative Development
- Reputation Management
- Community Affairs
- Media Buying



# VICTORIOUS CREED

The Branding Team created tailored branding and marketing services focused on the construction industry for Victorious Creed. We designed an aesthetically pleasing, information-based website optimized for SEO, ensuring user-friendly functionality. The site reflects the owner's military background as a veteran, emphasizing values like integrity, honor, and a commitment to quality service. In addition, we developed visually appealing company gear, including t-shirts, jackets, hats, helmets, and worker vests, to reinforce the brand's identity and professionalism. All deliverables focused on their commitment - Be Victorious.

- Logo & Graphic Design
- Brand Creative
- Website Development
- Content Creation
- Promotions & Merchandise

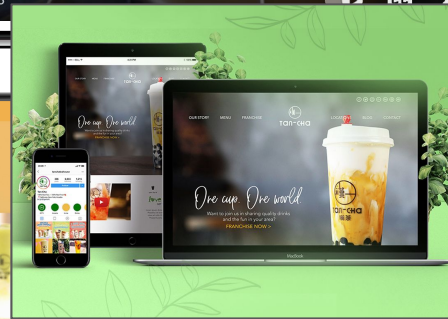
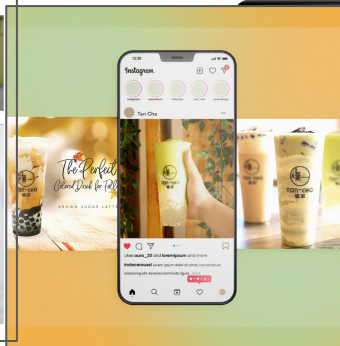
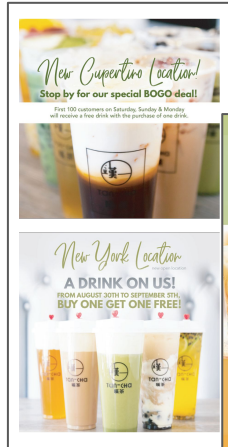
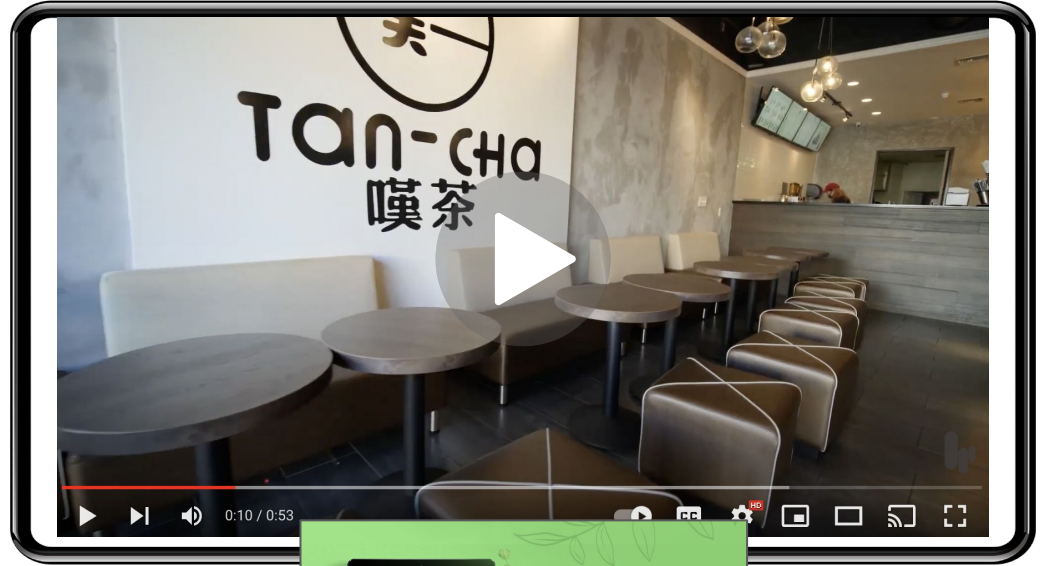




# TANCHA

The Branding Team curated a marketing campaign to help support Tan-Cha tea house build brand visibility & growth. We developed internal and promotional signage for retail store fronts across the US alongside strategic activations with social media and influencer campaigns for new menu launches and new locations. Creating virtual tours and other explainer videos to help enhance the public understanding and help create a positive buzz. With our assistance, the brand has grown from one retail outlet to a nationally known brand with locations across the united states

- Brand Marketing Strategy
- Creative Development
- Social Media
- Website Design & Development
- Virtual Tour (Retail)



TAN-CHA

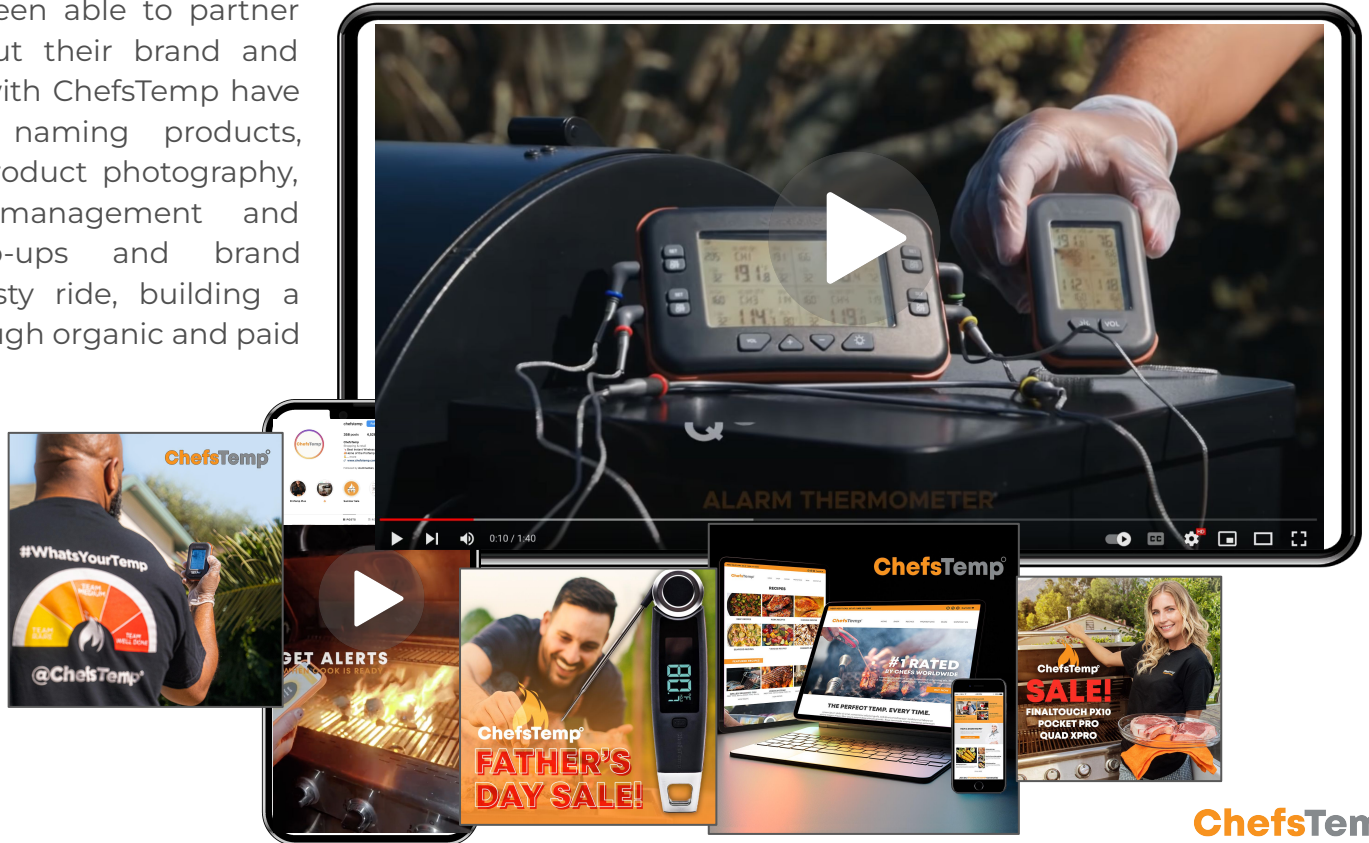




# CHEFSTEP

The Branding Team has been able to partner with ChefsTemp to roll out their brand and product line. Our services with ChefsTemp have included activities from naming products, creating social channels, product photography, videography, influencer management and engagement, retail pop-ups and brand activations. It's been a tasty ride, building a quality consumer base through organic and paid avenues.

- Brand Strategy - Naming, Messaging & Visibility
- Creative & Media Assets
- Experiential Marketing
- Graphic Design - Packaging
- Media Buying
- Influencer & UGC Marketing



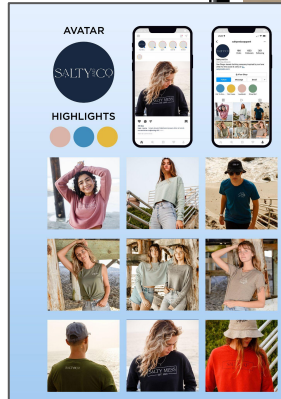
**ChefsTemp**



# SALTY & CO.

The Branding Team delivered comprehensive branding and marketing services to Salty & Co., specializing in their brand relaunches that drove engagement and greater brand visibility. Our deliverables included creating new logos, refining messaging, and delivering fresh creative concepts. We developed a dynamic website, spearheaded social media campaigns, and activated influencer partnerships. Additionally, we managed a successful photo and video shoots to enhance the brand's visual identity and ensure a seamless relaunch.

- Brand Development
- Creative / Media Assets
- Social Media
- Influencer Management
- Website Design & Development
- Photo & Video



SALTY AND CO



# OUR *Clients*

WHAT'S YOUR  
**WORD?**



PIERCE BAINBRIDGE



American Airlines



SKIN DEEP  
**NYC**  
MEDSPA & WELLNESS



\*SAMPLE & LIMITED LIST ONLY

# *Let's Do This!*

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