



Desert Grove Media



PROPOSAL



Project Outline..... 3

Campaign Details 4

People & Brands We Work With..... 5

Delhi Safari Campaign 6

Grindr Campaign..... 7

Our Agency 8

Past Coverage Outlets 9

Our Grindr feature in GG

People & Brands We Work With -



We as an agency have work with such international brands like the Virgin brand of Sir Richard Branson, Suze Orman etc.

A little history -

We had a chance to work with Suze Orman, Sir Richard Branson, Al Gore, and Alan Greenspan as well as personally designing the book launch party of Donald Trump & Bill Zanker “Think Big and Kick Ass in Business and Life,” a New York Times Bestseller. We have also arranged direct face-to-face meetings with business luminaries such as Sir Richard Branson and industry captains including Mark Wolper.

Grindr Campaign



We had the pleasure of working actor Stephen Fry, who during the course of the campaign became a 'unofficial' rep for the App.

The Grindr Campaign

Recently I had the pleasure of designing and launching an international campaign for the gay GPS social network, Grindr, with our agency. At the start of this campaign, Grindr had 500,000 users by the end of the it, the apps user numbers were over 2.5 millions.

We created a celebrity brand partnership between actor Stephen Fry and Grindr, that saw Stephen out Grindr to an international audience on the hit BBC series 'Top Gear.' During our time with Grindr, we got them numerous mentions in Vanity Fair, New York Times, The Sunday Times as well as placement as the main feature in GQ .

The 'Oscar' & National Campaign The Bollywood Hit "Delhi Safari"

We designed and launched the 'Oscar' campaign for Jane Lynch & Vanessa Williams new film "Delhi Safari" that resulted in the film being covered by

The New York Times, The LA Times in print and on national news via CNN, BBC and CBS News among others.

"A+... Rings true its Bollywood roots."
~ AOL/Huffington Post

"With a positive message, "Delhi Safari" tells us to stand up for our rights. Wonderful music and amazing performances, "Delhi Safari" conquers our hearts."
~ Terra TV



"Kids will enjoy the action, fun characters and great music. A fun story with an important message."
~ Time Warner's YNN Network

About Our Agency

A little about our agency:

I am Justin Howard, a publicist who founded and directly operates my own PR Agency here in Los Angeles, directing a team of powerful professionals who can take your project all the way and meet every benchmark of success.

Recently I had the pleasure of designing and launching an international campaign for the gay GPS social network, Grindr, with our agency. At the start of this campaign, Grindr had 500,000 users by the end of the it, the apps user numbers were over 3 millions.

We created a celebrity brand partnership between actor Stephen Fry and Grindr, that saw Stephen out Grindr to an international audience on the hit BBC series 'Top Gear.' During our time with Grindr, we got them numerous mentions in Vanity Fair, New York Times, The Sunday Times as well as placement as the main feature in GQ .

Our agency worked with a Warner Bros studio on the Aretha Franklin film project hand in hand with Singer Aretha Franklin in a campaign that resulted in 'Aretha Franklin' being named the number one news story of 2011 by Times Magazine, CNN, BBC and CBS News among others.

Personally I have organized 'The Sex and The City' launch parties both here in Los Angeles and in Manhattan, and I also booked Kathy Griffin via her hit show 'My Life On The D-List'.

I had a chance to work with Suze Orman, Sir Richard Branson, Al Gore, and Alan Greenspan as well as personally designing the book launch party of Donald Trump & Bill Zanker "Think Big and Kick Ass in Business and Life," a New York Times Bestseller. I have also arranged direct face-to-face meetings with business luminaries such as Sir Richard Branson and industry captains including Mark Wolper.

WIRED

GQ

VANITY FAIR

LOOK SHARP//LIVE SMART

The New York Times
Expect the World®

CBS NEWS

Forbes
com

THE
HUFFINGTON
POST

^{The}**Daily Telegraph**

^{THE}**Sunday Telegraph**

the village
VOICE