

## HELPING CONSUMERS EXPERIENCE BRANDS WITH LIVE EVENTS

### Company Overview

KĀK & Co, based in Jacksonville, is a full-service experiential marketing firm specializing in connecting brands to consumers through live event experiences. Organizations view KĀK & Co as a key partner in maximizing **return on impact** from a customer engagement activity. We are a:

- ✓ Marketing Team Partner
- ✓ Strategic Planner
- ✓ Activation Execution Manager

### Proven Leadership

Tonisha Landry is the chief strategist for KĀK & Co with 15 years of industry experience:

- Managing a \$3 million budget for City of Jacksonville Special Events and raising over \$700,000.
- Leading production of events from 50 to 100,000 for non-profit, small business, political campaign, and consumer products.
- Creating marketing strategy and awareness campaigns earning national attention and increased support.

The core flex team delivers expertise in event execution, engagement, graphic production, marketing and customer service.

#### Event Strategy

- Product Launch
- Fundraising Event Planning
- Event Management

#### Audience Development

- Lead Generation
- Consumer Engagement
- Community Outreach

#### Strategic Planning

- Campaign Development
- Event Marketing
- Brand Presence