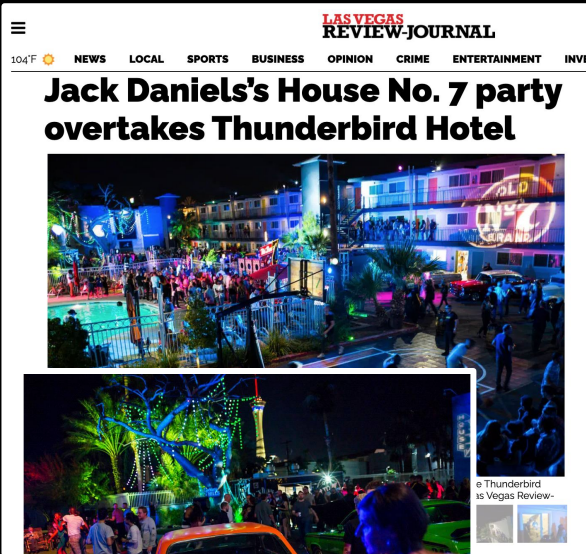


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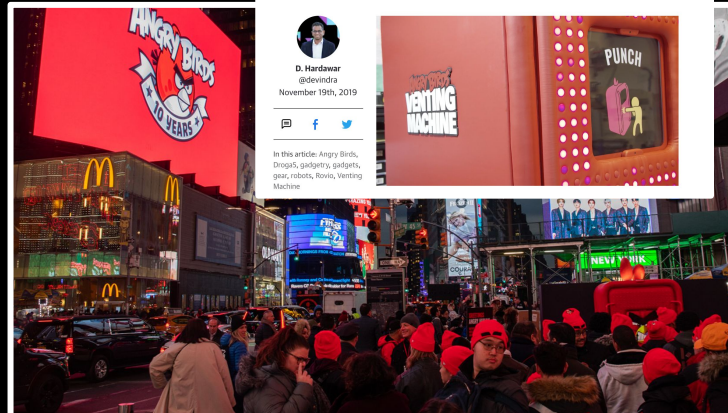
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EXPERIENTIAL



Fantasy Football with Joe Montana and Dan Marino? Yes please!

By [4everflingirl](#) on Dec 15, 2015, 1:10pm PST



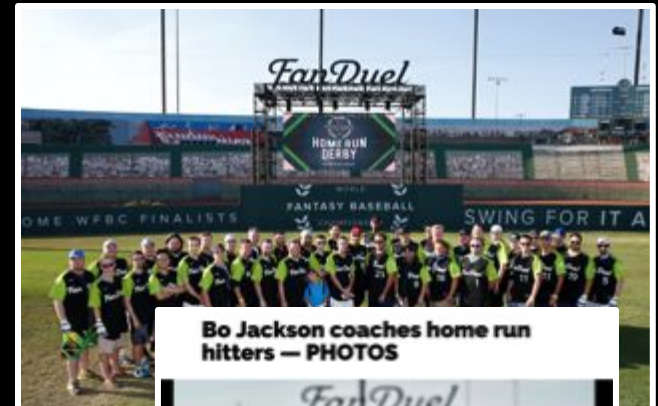
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WEB EXCLUSIVE

Delta Air Lines Announces Jon Shook + Vinny Dotolo as Newest In-Flight Culinary Partners

By West Hollywood Lifestyle



Bo Jackson coaches home run hitters — PHOTOS



Former football and baseball player Bo Jackson looks on during the FanDuel Home Run Derby at the Big League Sports Park in Las Vegas on Friday, Aug. 25, 2016. Nando Brackley, including Spawny, competed in the inaugural derby.

New Balance Fall 2016 Press Preview



LADY GAGA & SLDN PARTNERSHIP

OBJECTIVE

- Form cross-platform media partnership between Outserve-SLDN and Lady Gaga to increase awareness of the effort to repeal *Don't Ask, Don't Tell*.

STRATEGY

- Produced two YouTube video constituent call tutorials featuring Lady Gaga that detailed the process of contacting members of Congress.
- Organized public rally in Maine encouraging key US Senators to support legislation, featuring Lady Gaga and influential community stakeholders.



RESULTS

- Two televised events with 7MM viewer impressions, hundreds of print stories, 5MM online mentions, and 630,000+ visits to the Outserve-SLDN website.

LADY GAGA & SLDN PARTNERSHIP

JEZEBEL How Lady Gaga Repealed Don't Ask Don't Tell

Mississippi Personhood Advocates Are Extra Scary in Person
Britain Shamed By Proliferation Of Drunken Ladies
Larry Flynt Offering \$1 Million For Rick Perry Sex Stories
Just Freaking Give Boys The HPV Vaccine Already
Scott Baio Just Turned 51... And I'm Out
Did TechCrunch Discriminate Against A Pregnant Editor?
After A Million Strishewitz, May Whitman To Take Over HP
Do Anti-Sex Trafficking Ads Really Need To Be This Graphic?
Catholic College Divorces Speaker On Civility



Lady Gaga is talking politics again — this time, immigration politics. You could be skeptical about the impact a celebrity could have on the political conversation — or you could look at certain

Meet me in Portland, Maine 2moro, 9/20 to help repeal #DADT. I'm holding a Rally + speaking live in Deering Oaks Park <http://bit.ly/cO4cY9>

[ladygaga](#) Lady Gaga

<http://twitpic.com/2ocx9i> - Gay Veterans were my VMA dates. Repeal Don't Ask Don't Tell. CALL HARRY REID to Schedule Senate Vote

[ladygaga](#) Lady Gaga

EDITOR: INTERNATIONAL U.S. BUSINESS ARABIC

Home Video World U.S. Africa Asia Europe Latin America Middle East Business

Breaking news Helicopter that crashed into Glasgow bar causing 9 dead distress call, British air accident unit says.

Lady Gaga to lead rally against military's 'don't ask, don't tell'

From Dana Bash and Evan Grass, CNN
September 20, 2010 - Updated 1314 GMT (21:14 +02)

TOP STORIES 1 of 4

Top 10 2010 8:01 PM EDT 13-ELITE

Lady Gaga To Attend Maine Anti-'Don't Ask, Don't Tell' Rally
Singer will join Servicemembers Legal Defense Network's #4the14k event Monday.
By Marcus Ziegler



Members of the Servicemembers Legal Defense Network join Lady Gaga at the 2010 MTV VMAs
Photo: Getty Images

Related Videos
2010 VMA Pre-Show
Uncensored

Lady Gaga's campaign against the U.S. Armed Forces' "Don't Ask, Don't Tell" policy has been building momentum in the past few weeks. The singer has publicly championed the repeal of the measure, by flying out members of the Servicemembers Legal Defense Network for the VMAs, tweeting her opinions to senators and releasing viral videos urging her fans to get involved in the cause.

Now, after hitting the white carpet and taking to the Web, Gaga is heading to Maine to raise awareness at a large gay-rights event. The pop superstar is slated to appear at the #4the14k rally organized by the SLDN in Portland, Maine on Monday. The title references the approximately 14,000 citizens discharged under DADT, and veterans affected by the military's controversial measure will address attendees. The event will kick off at 4 p.m. ET.

Rolling Stone MUSIC

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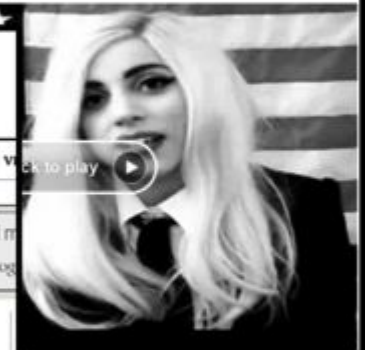
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Lady Gaga, Harry Reid Talk 'Don't Ask, Don't Tell'

Singer and Senate Majority Leader urge repeal of military policy before senate vote next week

By DANIEL KREPS
SEPTEMBER 15, 2010 4:13 PM ET

Lady Gaga has long supported a repeal of the U.S. military's "Don't Ask, Don't Tell" policy, but this week she has been especially active in the cause. At Sunday's VMAs she walked the white carpet with four members of the Servicemembers Legal Defense Network (SLDN), a group that opposes the policy. And in an interview with Ellen DeGeneres that aired Monday, Gaga asked her fans to contact Senator Harry Reid, the politician leading the charge to end Don't Ask, Don't Tell, and ask that he set in motion a vote on the matter. And then, the Senator himself reached out to Gaga on Twitter.



(CNN) — Pop star Lady Gaga will headline a rally in Maine on Monday calling on the state's two Republican senators to vote yes on taking up a defense bill that includes to repeal the military's "don't ask, don't tell" policy and lesbian servicemembers.

US OPEN EXPERIENCE

OBJECTIVE

- Expand reach of the US Open Grand Slam tournament through a large-scale consumer-facing event series designed to increase awareness & drive ticket sales.

STRATEGY

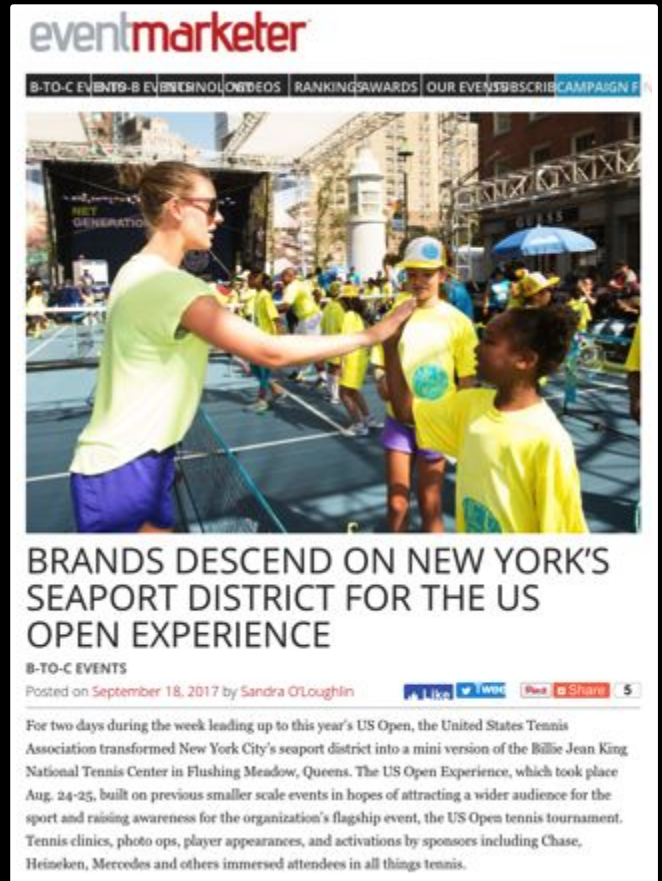
- Designed an interactive US Open environment, and supporting marketing initiatives, that was open to the public for two days in lower Manhattan.
- Combined innovative & engaging production design with multi-faceted USTA sponsor & consumer activations, and a robust press relations plan.



RESULTS

- ESPN Livestream of US Open Draw Ceremony & over 10MM online impressions.
- An estimated 150,000 attendee foot traffic over the two-day event series.
- Impressive roster of live performers, and professional tennis stars & experts.

US OPEN EXPERIENCE



THE SMOKE MACHINE

OBJECTIVE

- Provide integral logistics direction and creative support in the production of a large-scale, site-specific private event aboard a 200' decommissioned ferry.

STRATEGY

- Coordinated proposal documents and in-person project presentation for the US Coast Guard and other agencies to gain buy-in & necessary approvals.
- Applied a mindful & methodical approach to event production under the most unconventional circumstances imaginable.



RESULTS

- Collaborated with a team of renowned artists such as JR and 'The Family' to create an immersive, once-in-a-lifetime experience for guests from around the globe.

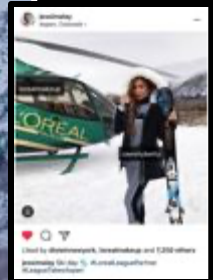
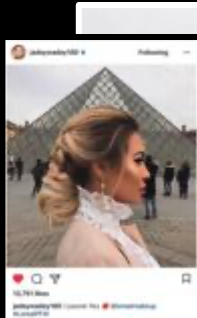
L'ORÉAL LEAGUE

OBJECTIVE

- Conceive, launch, produce, and attend domestic & international events for the *L'Oréal League*, a best-in-class social media influencer marketing campaign.

STRATEGY

- Collaborated with internal PR & digital teams to formulate & pitch the campaign.
- Provided creative and event logistics leadership during pre-production and through on-site, high touch execution & post-event reconciliation.
- Provided key research & detailed event proposals to guide event calendar.



RESULTS

- Managed domestic & international trips that garnered 100MM media impressions, drove consistent ROI, and led to on-going successful client & vendor relationships.
- Maintained level of excellence that continued the program into its second year.

L'ORÉAL LEAGUE

StyleFT.
THE GLOBAL STYLE DIRECTION



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hair by @cosmademarinis makeup by @denamariabosco photo by @tylorhou special thank you to @bericdelemans courtneyarchibald @bermedette917 carliesakoffthavenue NYC This is just so awesome. You are showing that dress to its

BEAUTY INSIDERNEWS

15 Bloggers Line Up as L'Oréal Paris' New 'League' of Ambassadors

By Morgan Lynn Davis | June 28, 2016

0 Comments

L'Oréal League

ESSENCE
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L'Oréal Taps 3 Black Beauty Bloggers for L'Oréal League



© L'Oréal Paris via Facebook

ADWEEK

SOCIAL PRO DAILY

Brands, Listen Up: Influencers Striking a Pose is the New Normal

SOCIAL PRO DAILY

Brands, Listen Up: Influencers Striking a Pose is the New Normal

Opinion: It's interesting to take note of how influencers and brands have evolved working together over the past decade

By Matthew Myers | March 13, 2017



As industry tentpole events, like *New York Fashion Week*, come and go in a flash, it's interesting to take note of how influencers and brands have evolved working together over the past decade.

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L'Oréal Inks 15 Bloggers, Forms L'Oréal League

L'Oréal has tapped 15 digital influencers to take part in a yearlong program, "L'Oréal League."

L2

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DAILY INSIGHTS

Beauty

How L'Oréal Won Fashion Week

By Mike Proppert | 4 October 2017

L'Oréal staged a huge fashion show in the middle of the *Cherry Blossom* on Sunday, featuring actors, models, and celebrities from Vera Wang's (Wang's 1.5m followers) to Barbara Palvin (@barbarapalvin, 6.5m following). But the real action took place off the runway. Together with the L'Oréal brand account, 14 influencers sparked more than 2.8 million engagements around the week, highlighting the brand's social prowess.

After kicking off its L'Oréal League campaign last summer, the mass-market beauty brand continues to invest aggressively in its influence strategy. More than 20% of L'Oréal Paris Instagram posts between June 2016 and July 2017 featured an influencer, and the brand worked with more than 200 influencers in total, the majority of which fell into the Large and Mega categories.

AIDS WALK

OBJECTIVE

- Enhance participant registration, fundraising & sponsorships, community awareness, and media coverage of this globally recognized annual event.

STRATEGY

- Streamlined production budget & timeline in order to reduce the cost to raise a dollar and optimize supporters' ROI, and increase monies raised.
- Created the *Green Walker* program that reduces environmental impact.



WORK

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