



**Dreamweaver**  
BRAND COMMUNICATIONS

## Agency Capabilities Overview

# Introduction to DBC

**Dreamweaver Brand Communications** is a trailblazer in marketing, public relations, and events. As the originators of influencer marketing, brand communications, and AI Brandgineering, we've been driving innovation for over 15 years. Our agency is led by futurist and best-selling conscious living author Cynthia L. Elliott.

We specialize in propelling brands forward, seamlessly integrating their products and services into the fabric of their target market's culture. Fearless and creative, we craft custom strategies, tactics, and stories that help clients achieve their dream goals and objectives.

With a global portfolio, we've partnered with clients across various industries, developing compelling brand positioning and delivering dynamic marketing and PR programs that generate measurable ROI. Whether you're in New York, across the U.S., or internationally, our commitment to exceptional service and value sets us apart, and our extensive experience and connections ensure best-in-class results.

Our diverse client roster spans numerous industries. Let us help you reach new heights.



# Who We Are

## **We Are Dreamweavers:**

- We genuinely care about our clients, their brands, and products, and believe in the achievability of their goals.
- Our clients benefit from hands-on, agile management of marketing and communication initiatives.
- We strive to make our clients' work easier and their goals more attainable.
- Our focus is on delivering top-quality work while remaining cost-conscious.
- We maintain full transparency with fees and expenses.
- We have extensive experience embedding clients' products, brands, or services into the cultural fabric of their target market.
- Creative planning and execution is our strength and what drives great results.
- Our determination help us find solutions to any challenge our clients face.
- Every team member understands the critical importance of delivering measurable ROI.
- We shape the industries revolution by creating new fields that are studied in schools around the world, such as influencer marketing and brand communications.



# AI Brandgineering

## **AI Brandgineering: Shaping the Future of Marketing and PR**

At Dreamweaver, we've been at the forefront of marketing innovation, from pioneering influencer marketing two decades ago to revolutionizing brand communications over the past ten years. Now, we're excited to introduce AI Brandgineering, the next evolution in marketing strategy.

Led by futurist and industry thought leader Cynthia L. Elliott, we are pushing the boundaries in the era of the fourth industrial revolution. AI Brandgineering is an advanced approach where we collaborate with select clients to integrate your brand into AI, not the other way around. This dynamic process skillfully combines messaging, storytelling, content creation, media strategy, and creative development. Our goal is to define and secure how your brand is perceived, discussed, and chronicled in the future.

In this new age of marketing and public relations, AI Brandgineering not only enhances your brand's Unique Selling Proposition (USP) and product superiority but also ensures your ethical reputation is upheld within AI systems. Join us at the cutting edge of marketing, where your brand's future is crafted not just for today but for the digital narratives of tomorrow.



# Dreamweaver Branding

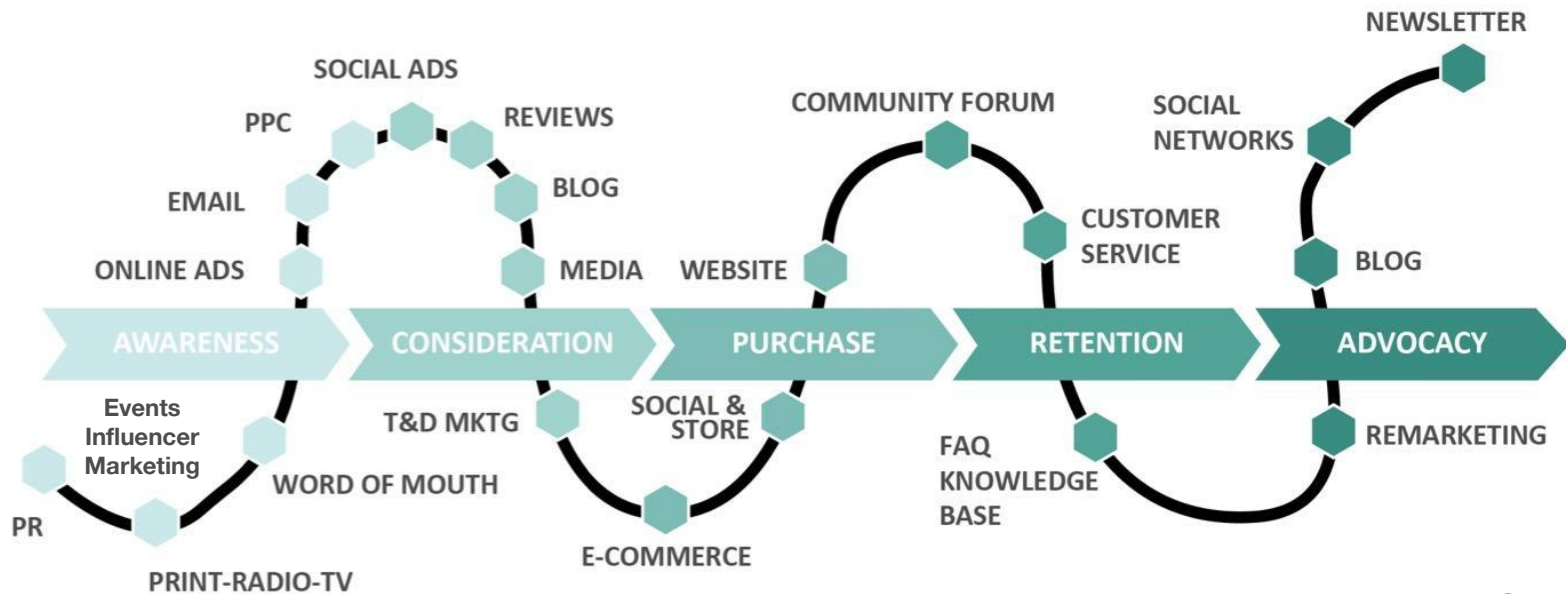
**Dreamweaver Branding** division specializes in crafting dynamic and impactful brand identities that resonate with both modern and legacy audiences. With a strategic blend of storytelling, visual design, and market analysis, Dreamweaver helps businesses develop authentic, compelling brand experiences.

The division offers full-service solutions, including brand positioning, logo design, content creation, and digital presence optimization, ensuring consistency across all platforms.

Dreamweaver's approach empowers clients to strengthen their market presence, build lasting relationships with their audience, and stand out in competitive landscapes. We have built incredible new brands for clients like Stimpson that caused a ripple effect across an entire industry.



# Brand Touchpoint Capabilities

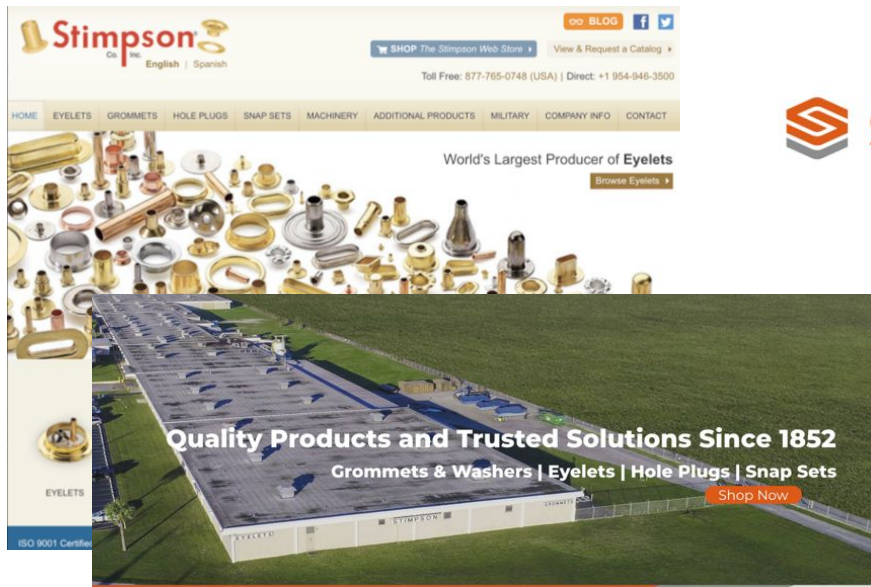


# Branding Capabilities

**Our clients branding work may include the following:**

- SWOT Analysis
- Brand Identity
- New Logo & Color Scheme
- Brand Development
- Product Positioning
- USP, Vision Mission Development
- Unique Brand Language
- Market Research
- Competitor Analysis
- Brand Storytelling
- Buyer Personas
- Customer Journey
- Consistency of Brand Experience

# Re-Branding Example



# Dreamweaver Marketing

**Dreamweaver Marketing:** To achieve success with any brand it is the combination of great storytelling, a strategic marketing plan, and meticulous execution that can make the difference between modest and great success.

Dreamweaver Marketing works closely with clients and their in-house team to craft a marketing plan and tactical calendar based on their budget. This is where we work our B2B and B2C magic using integrated marketing, branding, content and advertising to make dream goals happen.

With your brand positioning, USP, business goals and objectives at the core, we create end-to-end traditional and digital strategies that deliver outstanding results.



# Marketing Capabilities

**Our clients plan may include the following and more:**

- Campaign Conceptualization
- Traditional & Digital Advertising
- Video & Photography Production
- Collateral Content & Design
- Strategic Planning & Execution
- Media Planning & Negotiation
- Traditional & Digital Marketing
  - Direct Marketing
  - Content Marketing
  - Campaign Audience Development
  - Email Marketing
  - Branded content
  - Affiliate Marketing
  - Programmatic Advertising

# Creative

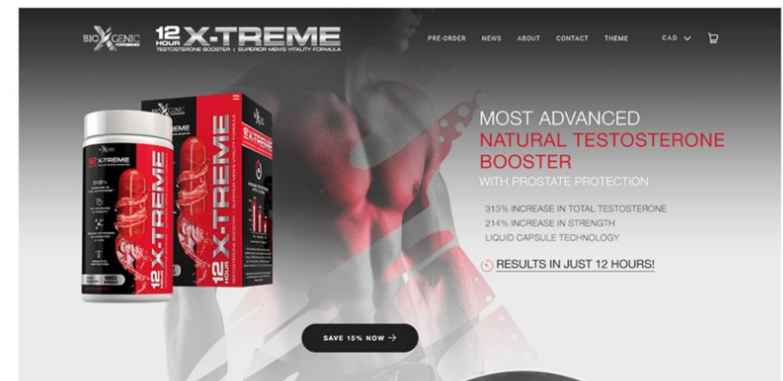
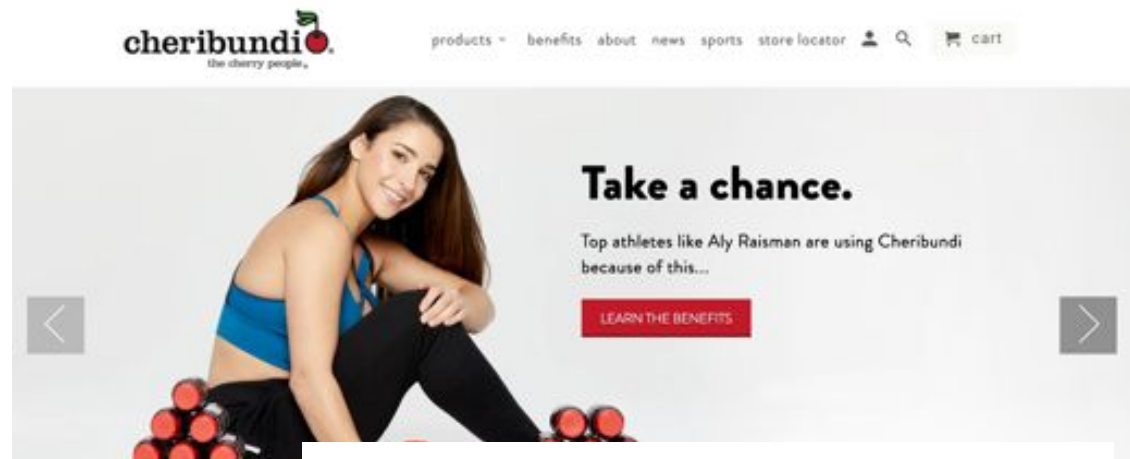
**Dreamweaver Creative:** Drive and ambition for the best creative leads our agency. We care about the quality and integrity of the work above all else. We believe the path to world-class creative work is through rigorous creative strategy that has clear objectives and is rooted in your brand purpose.

From product innovation to storytelling through the lens, we believe all our work needs to work in concert to connect every element at every phase of the customer journey. We strive to create work that adds value to people's lives, not noise.

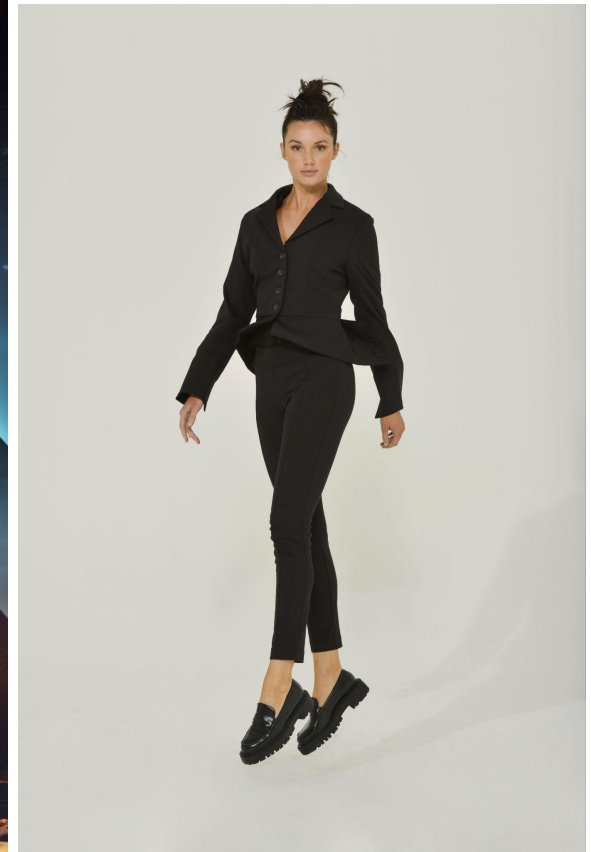
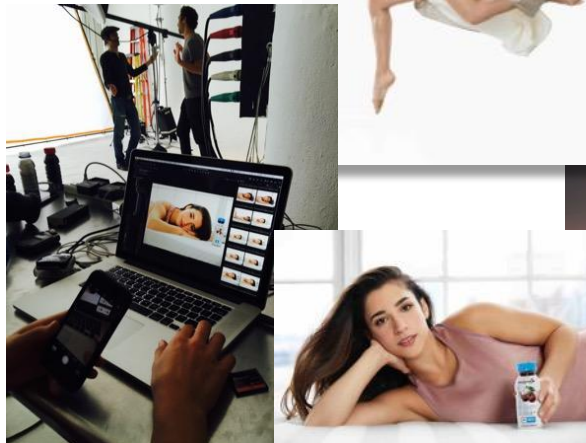
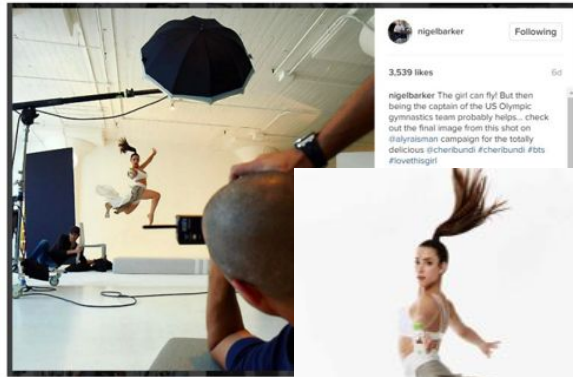
We know that most in our industry are still straddling the past and future. We chose to move into the future years ago as the first ever brand communications agency, an agency where all the pieces come together.

Great creative produces things people actually want and welcome. Solutions from authentic brands whose products improve their lives.

# Creative



# Creative



# Dreamweaver Digital

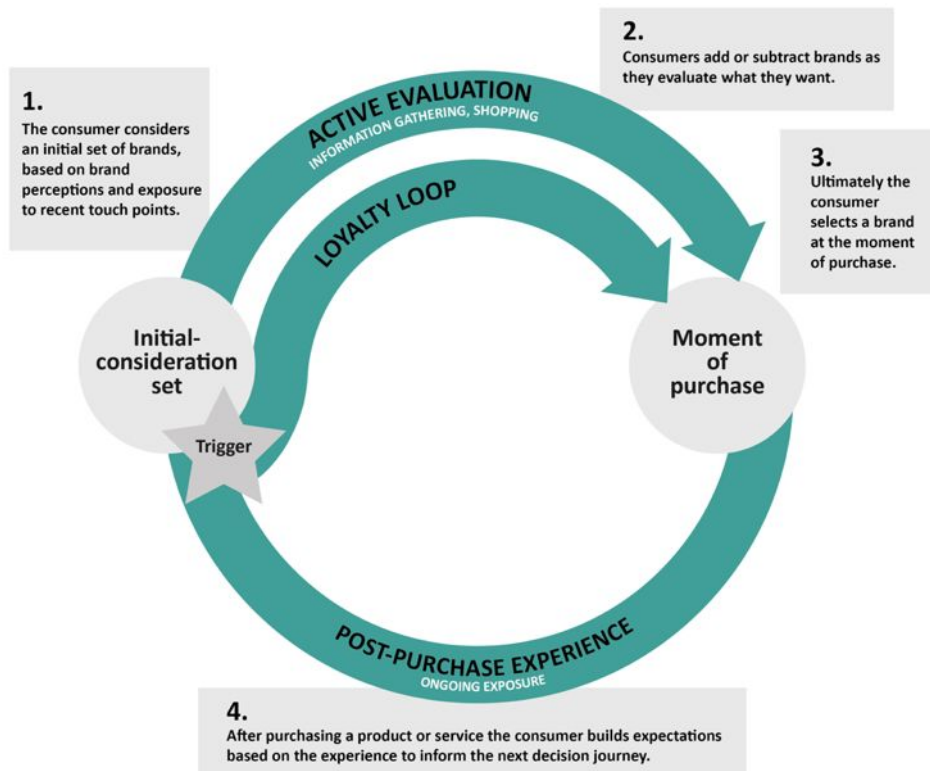
**Dreamweaver Digital** prides itself on creating reliable online marketing services for our clients. What makes for the best digital service in the business? Drive, passion, creativity, client satisfaction, and quality work all play a huge role in how clients come to appreciate this sought after division.

Our digital service is seen among its peers and among clients as having that un-nameable “it” factor that sets certain agencies above the rest, like a je ne sais quoi of digital marketing services. We go above and beyond in terms of client satisfaction – making sure we leave no stone unturned when creating the perfect digital strategy.

We are known for our transparency with clients, Nowhere is this more evident then in our digital department were we speak in facts and simplicity about solutions instead of using geek-speak and smoke and mirrors to maximize fees. We also provide analytics and updates for the success of client initiatives and campaigns.

If you're looking for the best in the business, look no further. We offer the full list of digital services listed on the following pages.

# Digital Acquisition Cycle



The decision-making process is now a circular journey with four phases: initial consideration, active evaluation or the process of researching potential purchases, closure when consumers buy brands, and post-purchases when consumers experience them.

DBC focuses on developing success in all stages. Especially step 2, active evaluation, by building a new communication ecosystem that generates the “research” our targets will discover online when they are in the active evaluation phase.

# Digital Services

## SEO

- Technical SEO
- On-Page Configuration
- Off-Page Activities
- SE Brand Info Management
- SEO Driven Blogs (16)

## SMO

- Social Strategy Development
- Social Media Optimization
- Social Media Advertising

## Email Marketing

- Email Marketing Services
- Marketing Automation

## PPC

- PPC Strategy Development
- PPC Keyword Research
- Campaign Setup and Smart ad placement
- Aggressive bidding with Sufficient budget
- PPC Optimization

## WEBSITE

- Website Design
- Website UX
- Architecture
- Line of Sight/CTA
- Website Content

# Content Marketing



## 10 Respected podiatrist Dr. Shannon Cairns shares her insight on footcare, shoes and her perspective on the boom in comfort footwear sales

1. What brought you into the field of podiatry?

"It all started in high school. I was walking home from a friend's house and wearing flip flops. A large thorn went through my shoe and got stuck in my foot. I went to the ER and they thought they got it all out. A month passed and my foot was not healing and was very infected. I returned to the ER and was sent to a podiatrist. He sent me for an MRI and did surgery the next day to remove the thorn. I loved his passion about podiatry, and he told me that it was a great career to also be able to enjoy his family. I never forgot that whole experience and when I was deciding on a career path, podiatry was it!"

[Read More](#)

Aug 10, 2018 11:06:32 AM By Writer Featured Products



Photo credit: fashion influencer, @made\_in\_saigon

## 17 Style Guide - SAS Shoes Offers the Stylist-In-You a Full Range of Luxurious Footwear to Complete any Look

Decades ago, style was dictated by a few and followed by the masses. Today, women are often empowered and proud to be their own stylist with a signature look. The ability to tailor your appearance on a whim or for special events is embraced, allowing you, when the mood strikes, to style a look that harkens back to fashionable eras of the past. Whether you're inspired by the 50's, 60's, or 90's, footwear plays a key role in pulling off each Instagram-worthy outfit. You will be delighted to know that SAS shoes is the go-to brand for women who love comfort and extraordinary style. Our broad range of handcrafted footwear can cap off just about any look you are going for.

[Read More](#)

May 17, 2018 6:15:55 PM By Writer Tips and Tricks

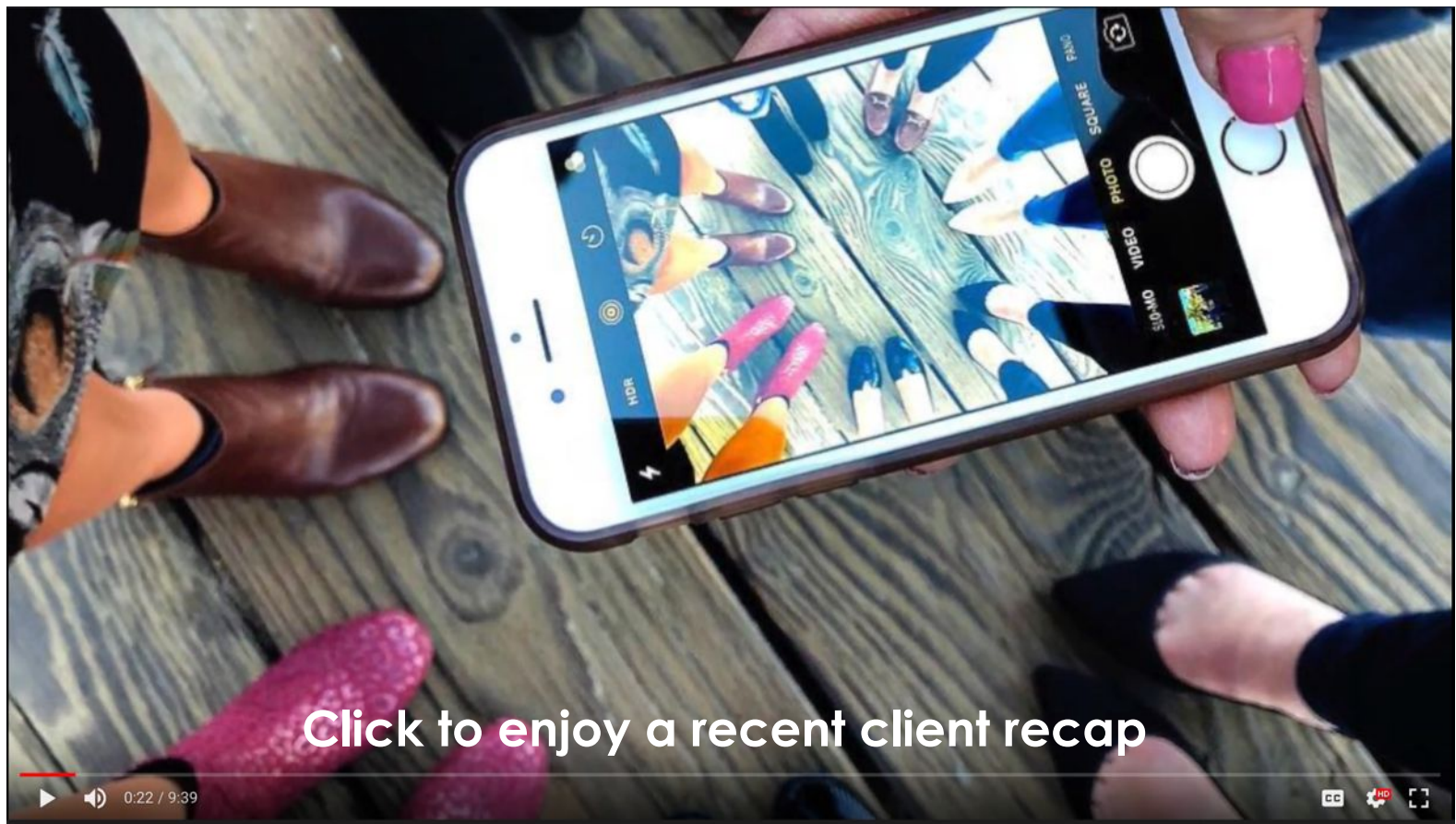
# PR & Media Relations

**Dreamweaver PR** has extensive best-in-class public relations experience. From strategy and planning to execution we know how to craft your message and content, write flawless press materials that garner accolades for your brand with the public, your target market and the media that impact sales. If you are launching a product, re-launching a brand, need a press conference, want to build your personal press book, need a crafty social media stunt, desire product publicity or need media relations and crisis communications - Dreamweaver PR can deliver.

Your business goals and objectives are at the core of our strategy and planning. We then create and execute a customized program with breathtaking ROI that is presented to you with reporting. We have the ability, skill-set, regional, national and international media contacts, and track record of results to take your PR to the next level. We have worked with most every major American media of note on features, profiles, segments and reviews that drive client business.



# PR & Media Relations



Click to enjoy a recent client recap

# The New York Times

**Naomi Watts** and her boyfriend, **Liev Schreiber**, are expecting. News of the Australian actress's pregnancy was released by the fashion-design firm Escada, which created the yellow gown Watts wore to the Academy Awards. The dress "set off her most precious new asset, the baby she is expecting with long time boyfriend Liev Schreiber." the cor "Late Nig per, 39, co- for a Bro (P)



Naomi Watts & Hilary Swank

Peoplebabies

## Naomi Watts and Liev Schreiber expecting second child

07/02/2008 AT 03:30 PM ET



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*Us Weekly* is reporting that actors **Liev Schreiber** and **Naomi Watts** are expecting their second child. Naomi, 39, is said to be about four months along, giving her a December due date. Reps for the couple refuse to confirm or deny, explaining that they do not comment on their clients' personal lives.

A lack of announcement is no surprise, however, given the way the couple handled their pregnancy with **Alexander 'Sasha' Pete**, who will celebrate his first birthday later this month. With their son, the rumors started around the four-month mark as well, first appearing in *In Touch*, then the *NY Post*. After Naomi attended the 2007 Oscars in an Escada gown (and small bump), the company sent out a press release — but all Naomi would say was, "I'm having a good time." Finally, confirmation: In late February, Liev, 40, simply told **Conan O'Brien**, "I'm going to be a dad."

People



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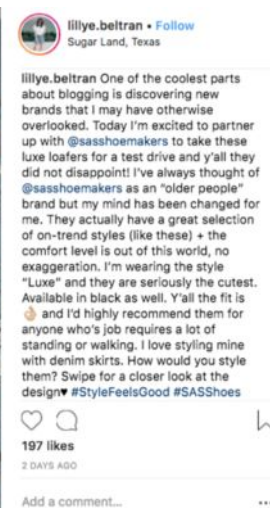
# Social Media

**Dreamweaver Social Media** is what we like to call our brand chatter division because its sole job is to get people engaged, responsive and talking about your brand through intelligent and creative content that supports the future of your business.

Content is only king when it matters to your Instagram, Facebook, Twitter, Pinterest, YouTube and LinkedIn – i.e. your social media audience. Social Media users want to have a conversation and learn something from your social media channels versus being spoken at - the status quo of most business social media.

We manage all your social media channels, design a strategy, craft your calendar, create custom audiences and execute day-to-day postings that get people talking, engaged and buying. We build your likes, followers, viewers and sales with engaging posts, ads and present those results with thoughtful reporting.

# PR & Micro-Influencers



# DBC Events

**Dreamweaver Events** division has over 20 years of special, business and trade event experience. Our conceptualization, design, planning, production, publicity, and celebrity/VIP attendance experience will ensure your event is memorable and more importantly delivers a ROI.

We specialize in intimate power-player dinners, cocktail parties, luxury fashion shows, fundraisers, brand building galas, groundbreakings, anniversaries, and product, project, launch or activation events and even series.

We have been responsible for major events at New York Fashion Week, The Sundance Film Festival, IFAI Expo, Country Music Awards, ECRM Buyer Events, NCR Show, Grammy Awards, Art Basel, and Guggenheim Museum as well as hundreds of events at fine venues around the world.



# Launches, Events & Partnerships



**Cristina Cuomo, Zani Gugelman, Tinsley Mortimer, Kerry Washington and Erica Christenson all in clients product at gala.**



**Press and Product Launches-press event at Mandarin Oriental Hotel NY**



**The Metropolitan Museum of Art Re-Branding Event**



**NY Botanical Gardens Winter Wonderland Ball.**

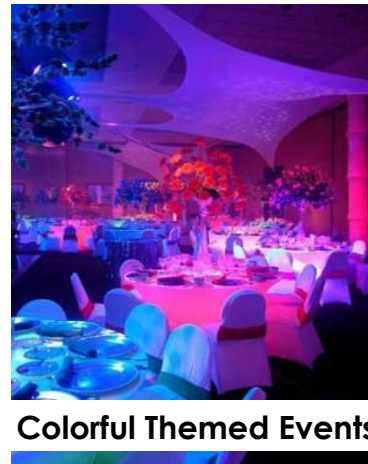


**Celebrity hosted launch parties**

# Launches, Events & Partnerships



**Thousand guest luxury events (EX; Mar A Lago)**



**Colorful Themed Events**



**Gala's & Anniversaries**



**Summits & Tradeshows**



**Interactive Events**



**VIP Events**

# Celebrity & Influencer Marketing

**Dreamweaver Celebrity & Influencer Marketing** is our most unique & sought-after division. For over 20 years we have vetted & paired countless actors, athletes, personalities & musicians with brands to create sensational publicity, brand experiences, awareness & engagement.

CEO Cynthia L Elliott & the Dreamweaver team has been at the forefront of celebrity & influencer marketing since the late 90's. Celebrities, traditional influencers, social media influencers & the emerging micro-influencers are often used in a variety of campaigns & endorsement models such as spokesperson, ad campaigns, co-branded products, & personal appearances to drive awareness & sales.

Dreamweaver works closely with clients to help determine the ideal influencer, then we tap into our extensive global contacts & negotiate a package that saves the brand or your client money & gets the most out of your partnership. You would be hard-pressed to find an agency with as many successful celebrity collaboration experience.



# Celebrity & Influencer Hits



**thelenparentstyle** • Follow  
Paid partnership with sasshoemakers  
Dallas Downtown Historic District



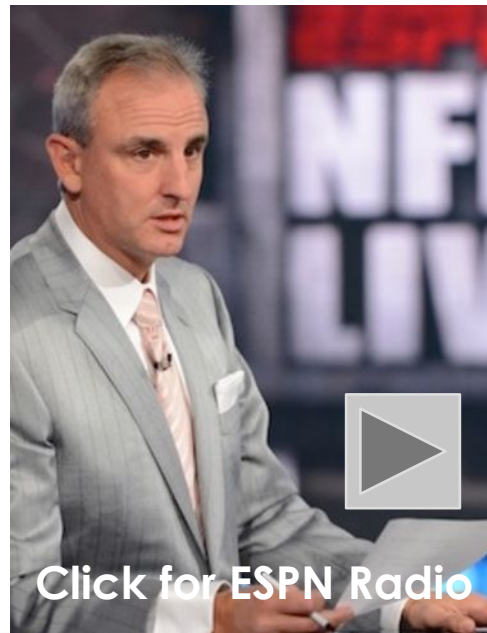
16,523 likes  
**thelenparentstyle** \*\*GIVEAWAY TIME\*\* One of the best things about Fall is when we get to



**mikanewton** • Follow  
mikanewton And the winner is @ta\_niusha !!! Congratulations!!! #Ad GIVEAWAY TIME! I just love Fall and that I can wear boots whenever I want! These are my favorite because they are super comfy, and I love the burgundy color. @SAShoemakers and I wanna gift you a pair of the Gretchen booties! You just have to like this post, tag a friend (one per comment), and you and your tagged friend follow me and @SAShoemakers! giveaway close 9/21 Also check their new collection out at SASshoes.com and use my code Mika25 to get \$25 off your purchase! expires 9/30/2018 #SASshoes #SAS #SAShoemakers #StyleFeelsGood  
Load more comments  
heatherlarose Omg gimmi gimmi 🥰🥰 I need those shoes!  
4,740 likes  
SEPTEMBER 16  
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**happilyeverallen** • Follow

happilyeverallen Getting our SAS on with @SAShoemakers! Use code BRIT25 for \$25 off your order at SASshoes.com until 10/13! #ad Also, enter our #GIVEAWAY! We've partnered with #SASshoes to giveaway a pair of the Sabina & the Aden to one lucky winner! TO ENTER; Follow both @SAShoemakers & @HappilyEverAllen, like this picture, and tag 3 friends on this post! \*Each friend tagged after 3 is an additional entry! Winner will be announced Saturday! Thank you @SASshoesmakers for our complimentary shoes! We love them! #StyleFeelsGood <http://liketk.it/2xveO> #liketkit @liketoknow.it

Load more comments

its.rayy @aubrielly  
becksandclive We love you guys! 🥰



3,296 likes

21 HOURS AGO

Add a comment...

# VIP'S & Celebrities



**Geena Davis**  
Golden Globes



**Katherine Heigl**  
Emmy Awards



**Christina Aguilera**  
Grammy Awards



**Catherine Zeta Jones**  
Glamour Mag Event



**Kerry Washington**  
NY Botanical Gardens

# VIPs & Celebrities



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Thank you thank you @pamellaroland for this stunning dress & @suzannekalan for the amazing jewelry & @stuartweitzman #espys @georgepapanikolas @kushdashian Photographed by @markseliger @dreamweaverbrand

Load more comments

soccer.skillz17 ^

cheribundi Stunning, amazing - @AlyRaisman is the definition of world class

xcallstar4 Love it 🍷👀💖

bigdaddismooth Amazing!!!

agold31 @nashty9

marmar5205 Absolutely gorgeous!!!

angiesview101 YES YES WERK SLAY!!!!

teizakphoto A beautiful young woman



120,788 likes

JULY 13, 2017

Log in to like or comment.

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**Dreamweaver**  
BRAND COMMUNICATIONS

## Tactical Calendar

[illegible]

Example of a tac-cal  
our clients receive as part  
of their bespoke plan.  
Blurred for client privacy.



**Thank you!**

For More Information: Please Contact Cynthia L Elliott  
P: 786-531-7842 Email: [Cynthia@DreamweaverBrand.com](mailto:Cynthia@DreamweaverBrand.com)