



LittleNY, Inc. has partnered with Big Machine Agency a public relations company that has excelled on both national and international fronts by combining the publicity efforts of their New York and London based staff. This gives *LittleNY, Inc.* an advantage in achieving international exposure and securing significant bookings and placements for products in the media worldwide on behalf of our distributor network. We back our street promotions with national and regional press, online PR, digital marketing, and social business networking. We are excited by the prospect of working with new distributors to push and gain exposure for the many hot new brands that become available. We constantly seek coverage for the products we offer – both mainstream as well as the more unique and niche outlets – and continually develop our story about the sales and distribution services we offer, making clear *LittleNY, Inc.* is an innovative and fresh concept, here to stay. We continue to cultivate *LittleNY, Inc.*'s national distributor network by attracting consumers, maximizing exposure whilst continuing to grow, support and promote the brands we offer.

Our focus is to parlay all current assets and experience into a solid grass-roots campaigns on the national level that will allow the masses to discover *LittleNY, Inc.* product lines within the 24 major media markets throughout the USA – and providing ways for consumers to share it with their friends. A dedicated digital media and marketing staff develops all facets of the brands we provide and presents it to the public in an organized, deliberate and targeted campaign. Big Machine Agency works with a team of international, national and regional publicists (where applicable) to back the brands *LittleNY, Inc.* sells and promotes. They are aggressive in the pursuit of online, print, radio network and TV press opportunities. Constant communication is an integral component to any wholesale distribution campaign; Big Machine Agency, as a rule, conducts campaigns with the professionalism, befitting *LittleNY, Inc.*'s sales and promotional support of high stature. All requests warrant immediate responses and or interviews (in-person, phone, e-mail) and are prioritized and relayed to *LittleNY, Inc.* so that everyone involved stays completely organized and informative as possible.

Big Machine Agency prides itself on thinking outside the box - they are careful never to limit our customers and consumers. Big Machine Agency will always pitch any sensible collaboration that come across their desks and will strive to promote far beyond the realm of straight press. Big Machine Agency takes the time to get to know our customers and consumers, thus discovering special interests, interesting anecdotes and otherwise unrelated aspects of a product launch. Big Machine Agency parlays this often unrelated information into press opportunities, which hits an entire otherwise untapped market. Big Machine Agency's strength lies with its staff which emphasizes *LittleNY, Inc.*'s service stories and brings the best 'face' to the widest possible audience to the brand in which we are promoting. The thorough and innovative campaigns and tenacious drive of our publicists helps our products achieve new levels of success. Big Machine Agency's goal with *LittleNY, Inc.* is to always craft a unique, highly customized approach: One that compliments and supports the market share, positioning and strength of the distributors in our network. Big Machine Agency then casts a wide net, reaching out to the broadest possible range of media – magazines, newspapers, syndicated radio, television and internet – to ensure that *LittleNY, Inc.*'s products and services are viewed with favor within the major media markets.

Overall goals are as follows:

- Create visibility in national and regional press for *LittleNY, Inc.*'s products
- Press releases at each stage of introduction and development, and inserted into timeline
- Arrange strategic interviews
- Identify appropriate spokespeople and/or media champions throughout the campaign
- Craft general features stories



STRATEGIC THINKING/MEDIA KNOWLEDGE/RESOURCES:

At Big Machine Agency the employees all have slightly different backgrounds and bring to their work very different points-of-view. The qualities they all share are creativity and persistence. When they team up on a project there is nobody that can do a better job. Over the years each of them has made many contacts in the media and has strong relationships in many different types of media that are combined for successful wholesale distribution campaigns. To add to these they utilize the media research resource CisionPoint, where they can research the most recent staffing and location changes and keep up to date with media of all types all over the world.

They have found that identifying target audiences is mainly a matter of listening to consumer talk. Business social media has also provided an excellent forum for *LittleNY, Inc.* to discover who is looking for their 'products and services' and why they are seeking them out. When we know who our audience is and what would motivate them, Big Machine Agency builds multimedia campaigns designed to play upon their desires and activate them.

Over the history of Big Machine Agency and of each of their employees, they have had deep, meaningful interaction with press of all kinds (print, tv, online, radio network, etc) and at all levels (a, b and c-level media). They have already built up clients from unknown status to international superstar status. One of the main secrets of their success understanding 'the other side,' meaning Big Machine Agency looks at the plight of the current journalist (minimal staffing, barrage of publicist inquiries, etc). Big Machine Agency aims to make the journalist's job easier by creating *LittleNY, Inc.* materials that can be used as stories and sending everything a journalist needs to run a story up front, so they don't need to chase for it. Coming up with story angles is another specialty of Big Machine Agency— merely asking a journalist to cover a product and or promotion is not enough these days to be a success. Big Machine Agency is a success due to their thorough preparation and consideration of the journalist's circumstances.

PRODUCT MANAGING/MARKETING:

Everything Big Machine Agency executes is intentionally crafted to boost *LittleNY, Inc.*'s relevance in the industry and cultural realm of the United States – and beyond. The goal is not only to continue to engage loyal customers and distributors, but to continuously gain new followers. Rapidly changing marketplace conditions require a nimble strike force able to engage in unconventional warfare and Big Machine Agency loves that challenge!

MATERIAL PREPARATION / ASSESSMENT:

- Assessment and gathering of all assets
- Creation of campaigns and timelines
- Assessment of current products/services
- Writing press release's to announce distribution and manufacturing partnerships.
- Assessment of photos
- Organization of photo shoots if needed



COLLABORATIVE CAMPAIGN PLANNING:

At *LittleNY, Inc.*'s discretion Big Machine Agency sends questionnaires to be completed by the distributor's sales force, to get to know everyone more personally. This provides the opportunity to add things/interests that will enhance our efforts, geared around a particular products consumer base.

MEDIA TRAINING:

A session (or multiple sessions) can be conducted with the distributors sales force in-person to educate on how to handle the media and how to best express the manufacturer's message direct to consumers. This includes messaging, delivery, handling of tough questions/sensitive subjects, damage control, etc.

THROUGHOUT THE CAMPAIGN:

Big Machine Agency works with *LittleNY, Inc.* to establish timelines. Throughout any given campaign you can expect:

- Proper announcements / press releases will be written to surround any news and developments (i.e. appearances, expansions, collaborations, celeb endorsements, charitable involvement, etc.)
- Writing of media alerts to highlight events and accomplishments
- Across the board and continued media outreach to a variety of long and short lead print, television, radio, online outlets, both nationally and regionally (Big Machine Agency is PRO-Active)
- National and Regional (where applicable) print/online reviews and features will be secured
- All media requests will be assessed and arranged accordingly
- Assembly of press kit

TRADITIONAL MEDIA:

PRESS CAMPAIGN OUTLETS *PITCHED FOR FEATURES, REVIEWS AND APPEARANCES WILL INCLUDE, BUT NOT BE LIMITED TO...*

NATIONAL ENTERTAINMENT TELEVISION SHOWS:

Celebrity endorsers with the right fit, to be a featured guest. Big Machine Agency will research and pitch any cross promotional opportunities – *LittleNY, Inc.* products for the audience etc.

- Conan
- Ellen
- FOX and Friends
- The Wendy Williams Show
- Watch What Happens Live! With Andy Cohen
-and more!



GENERAL NEWS / ENTERTAINMENT & LOCAL PRESS:

- ABC
- NBC
- FOX
- New York 1
- Huffington Post
- Village Voice
- Wall Street Journal
- New York Times
- New York Daily News
- New York Post
- Times Square Magazine
- Manhattan Desserts Restaurant Examiner
- Eater NY
- New York Magazine (Grub Street)
- Daily Candy
- Metro
- Gotham
- Thrillist
-and more!

FOOD / DESSERT PUBLICATIONS:

- Inside F&B
- Joonbug
- Food Network
- Better Homes & Gardens
- Bon Appétit
- Family Circle
- Food & Wine
- Rachel Ray's Everyday Living
- Cooks Illustrated
- Cooks Country
- Nickelodeon Parents Connect
- Martha Stewart Newsletter
- The Daily Meal
-and more!

FOOD / DESSERT BLOGS:

- Barefoot Foodie
 - Chow.com
 - Cute Food For Kids
 - Families.com
 - Food Gal
 - Food Mafia
 - Food Mamma
 - NYC Foodie
 - Always Order Dessert
 - Cool Mom Picks
 - Sweet Fix NYC
 - Think Tasty
 - Pursuitist
-and more!

BUSINESS PUBLICATIONS:

- Entrepreneur Magazine
 - Fast Company
 - INC.
 - Wall Street Journal
 - Crain's
 - Fortune
 - Bloomberg News
-and more!

MORNING / MIDDAY TELEVISION (with potential snack food segments):

- Good Day NY (Fox)
 - Good Morning America
 - PIX 11 Morning News
 - Kathie Lee & Hoda
 - The Today Show
 - CBS This Morning
 - New York Live (NBC)
 - LX TV (in-cab television)
 - Everyday Food (Martha Stewart)
 - Rachel Ray
- ...and more!

LIFESTYLE PUBLICATIONS:

- BlackBook
- First
- Marie Claire
- More Magazine
- Travel & Leisure
- ...and more!

TOP REGIONAL NEWSPAPERS/OUTLETS:

- Arizona Republic (PHX)
- Boston Globe (BOS)
- Boston Herald (BOS)
- Chicago Sun Times (CHI)
- Chicago Tribune (CHI)
- Cleveland Free Times (CLE)
- Cleveland Plain Dealer (CLE)
- Cleveland Scene (CLE)
- Creative Loafing (Southeast USA)
- Daily News (NY)
- Dallas Morning News (DFW)
- Denver Post (DEN)
- Des Moines Register (DES)
- Florida Times-Union (JAX)
- Great Falls Tribune (MT)
- Harder Beat (TX)
- Houston Chronicle (HOU)
- Los Angeles Times (LA)
- LA Weekly (LA)
- Miami Herald (MIA)
- New York Post (NY)
- New York Times (NY)
- Orlando Sentinel (ORL)
- Philadelphia Inquirer (PHI)
- Phoenix New Times (PHX)
- Pittsburgh Post Gazette (PIT)
- San Diego Union Tribune (SAD)
- Soundings (Military)
- St Louis Post-Dispatch (STL)
- The Aquarian (NY/NJ)
- Village Idiot (NCAR)
- Washington Post (DC)
- Worcester Telegram & Gazette (MA)



ADDITIONAL / NICHE PRESS OPPORTUNITIES:

There are often opportunities for exposure outside the box. If, for example, we cater a star-studded event and a celebrity comes by a *LittleNY, Inc. product*, we are able to parlay photos and/or footage for exclusive placement into magazines, etc. Big Machine Agency has close relationships with wire agencies, crews and photographers of all kinds. Placements could include outlets like People Magazine, Entertainment Tonight, US Weekly, Access Hollywood, OK!, E! News, Extra, Life & Style, Gawker, Page Six, etc. In the same vein, should we cater a fashion party, for example, or if we were to partner you with a socialite type, we could pitch outlets like Women's Wear Daily, Vogue, Style.com, etc.

ONLINE EDITORIALS:

Big Machine Agency has the most comprehensive list of online press outlets available. In addition to their own lists, they have access to highly trafficked online press release distribution sites. Big Machine Agency will introduce *LittleNY, Inc.'s products* to many different outlets covering everything from snack foods and gourmet foods to websites covering the latest and greatest happenings in the world of pop culture.

CONTESTING OPPORTUNITIES:

We do our best to procure contest prizes for our distributor's sales force

SOCIAL MEDIA & BRAND DEVELOPMENT:

I) BRAND DEVELOPMENT

With the growth of the internet and the current landscape of the digital world, people (consumers) are more in-tune to visuals and imagery than ever before. Prior to visiting our online presence, people are introduced to our visual representation (logo), color scheme and story online. Our strategies will align the overall vision of the brand and maintain a cohesive tone throughout all platforms and avenues of the web.

a) Tools

- Photoshop – We will utilize Adobe Photoshop CS5.1 to illuminate the brand across the social networks in the form of banners and interactive images. We also re-skin all social networks with up-to-date visuals and images.
- HTML Programming - We are experienced in HTML coding. A focal point of most campaigns is designing and coding customizable Facebook tabs that showcase visual elements, while allowing users to interact with the page. Incentivized opportunities encourage people to “like” the page in exchange for an exclusive discount or offer.
- Movie editing – Webisodes (video updates) are an important part of showcasing *LittleNY, Inc.'s products* personality and stories.



SOCIAL NETWORK ENHANCEMENT & MAINTENANCE:

In order to be successful with social media, we focus on the key sites and build our audience within them. We always strive to create a cohesive direction across all social media platforms, and manage the pages on an everyday basis. From posting status updates, to running interactive contests, we always ensure consumer activity and involvement.

Facebook

Linkedin:

Twitter:

Youtube:

The main objective is to provide a creative and satisfying digital marketing and full court US Press campaign that truly reflects *LittleNY, Inc. 's promotional tours*. We want the approach to remain organic and not contrived but still create a buzz that draws in fans and connects with your consumer base.

Big Machine Agency believes in communication, strategy, and partnership throughout the campaign. They are a PROACTIVE firm, NOT a reactive one. They are as passionate as we are about the work we are doing as well as being big fans of *LittleNY, Inc. 's products*.

Contact:

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