



Blitz Creative



**BLITZ**  
CREATIVE

# Capabilities

# The creative partner elite brands trust most.

You deserve an elite creative partner to bring your talent partnerships to life.

At **Blitz Creative**, our deepest commitment is to the artform of great storytelling. From talent procurement through asset delivery, our creative approach is **driven by the story that best fits your brand and mission.**

But great creative alone does not win the day when it comes to working with top tier talent, especially athletes.

Building the requisite trust and respect in the talent community has been a career long pursuit for our principals and is core to our success creating content that consistently outperforms expectations.



MAD RABBIT



salesforce



CYNOSURE



HYUNDAI



Morgan Stanley



Microsoft



LAKANTO



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# Talent Procurement

Every great program begins with finding the right talent to align with your brand.

- 12+ Years of experience negotiating programs on behalf of brand clients, from multi-year partnerships to one-off campaigns.
- From 2019 - 2022, through the height of COVID, we negotiated and secured over \$15MM in unique talent deals for our clients.
- Our deep long term relationships with agents, managers and talent help our clients considerably beat market pricing.
- Deep awareness and respect inside the athlete and talent communities drives passion in working with our team.
- Our commitment to fairness is unparalleled, we always make sure our clients receive the most value for their money.

## Examples:

- [Carli Lloyd x Symbodi](#) (4-Years)
- [Caeleb Dressel x Mad Rabbit](#) (4-years)
- [Leticia Bufoni x Trojan & Mad Rabbit](#) pw: mr2022 (Investor+)



# How we work together.

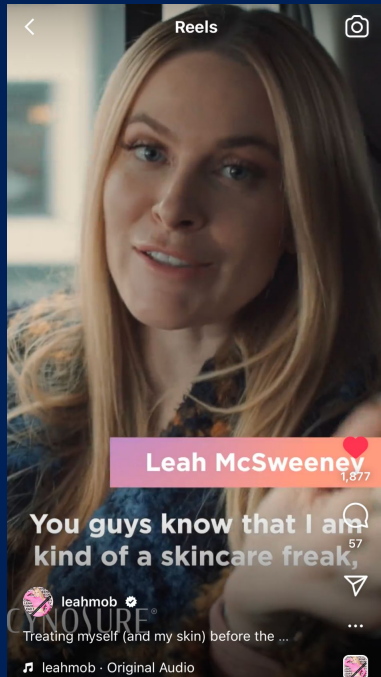
You have a goal in mind – it could be a major campaign launch, an existing program that needs influencer or talent support, or simply a leftover budget in need of a purpose.

- **Step 1:** We work with you to develop a core target list based on needs, wants, prior core learnings and our advisement. Can and should include organic, authentic brand enthusiasts.
- **Step 2:** We approach the marketplace to begin researching talent availability, interest and pricing.
- **Step 3:** We negotiate talent deal(s) to get you the most bang for your buck (re: assets, talent time, promotional support and term length).
- **Step 4:** We create all the assets with talent, delivering to you for review and feedback.
- **Step 5:** We work with Talent to craft social posts that will perform best with their audience, then deliver you full result metrics (in a timely manner).

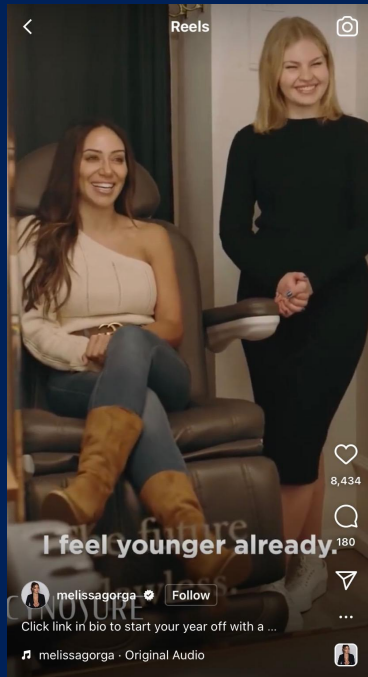


# Cynosure - Example Program (Dec '21 - Feb '22)

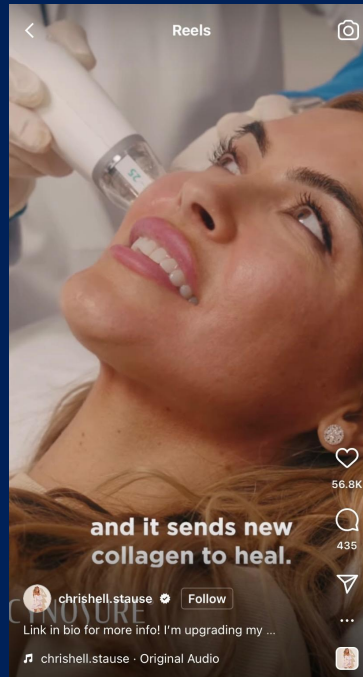
Talent procurement, content creation, social post strategy all executed by Blitz Creative.



Leah McSweeney



Melissa Gorga



Chrishell Stause

## IG Reel Insights

Followers	5,952,000
Impressions	6,802,404
Views	2,262,324
Likes	65,875
Comments	658
Saves	2,920
Shares	1,983
Profile Visits	206,468
Link in Bio Clicks	22,087
Engagement Rate	14.98%

## IG Story Insights

Impressions	1,160,295
Link Clicks	1,051
Sticker Taps	2,178
Shares	82
Replies	67
Profile Visits	2,874
Engagement Rate	0.34%

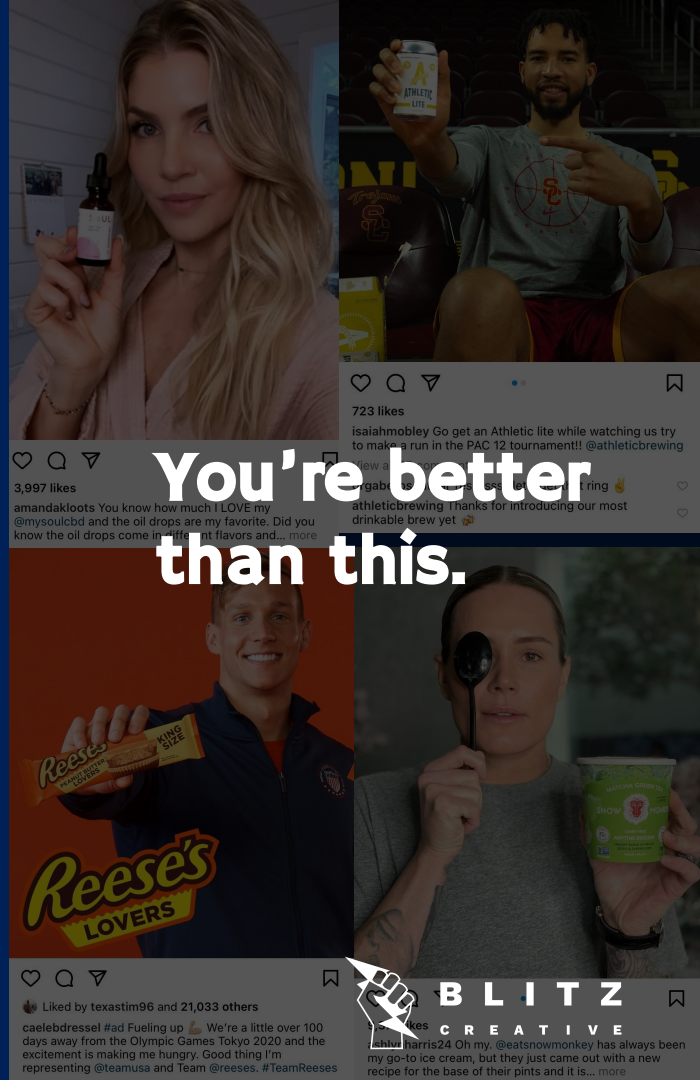
# Elevated Influencer Marketing

You've made the deal, now what? *Product in the air and smile* just doesn't cut it. Not with algorithms today.

Let us help you get the most out of your partnerships by creating deeply engaging content that inspires your talent's audience.

We work in four distinct ways to **elevate influencer content**:

- Full creative direction and elite production services (Ex. Leticia Bufoni x Trojan)
- Full creative direction and light-touch production services (Ex. Sofia Franklyn x RepHresh)
- Full creative direction and content editorial (Ex. Amanda Kloots x Vitafusion)
- Collaborative creative direction and light content editorial (Ex. Trey Kennedy x Vitafusion)



# Better content. Better results.

A close-up photograph of a woman with blonde hair holding a small, clear glass bottle of 'The One' perfume. The bottle has a white cap and a label that reads 'The One'. The woman's face is partially visible in the background, looking down at the bottle. The lighting is soft and warm, creating a romantic and intimate atmosphere.

# Them.

**Same Person.**

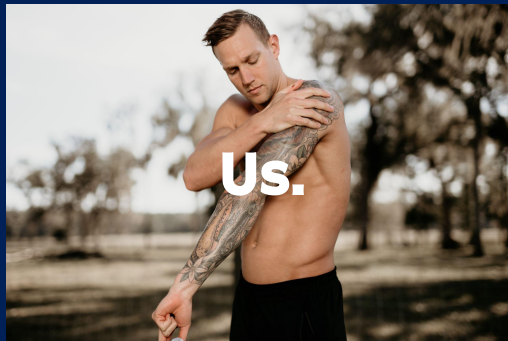


U.S.

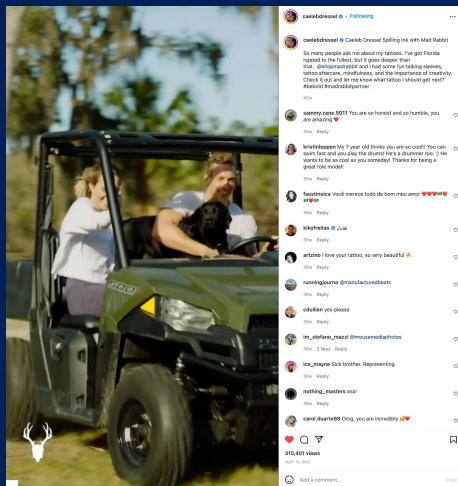


**Them.**

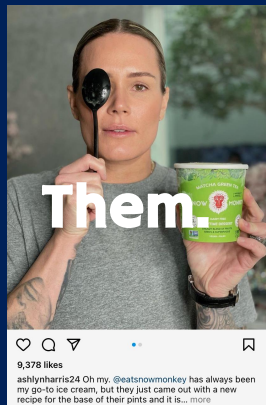
## Same Person.



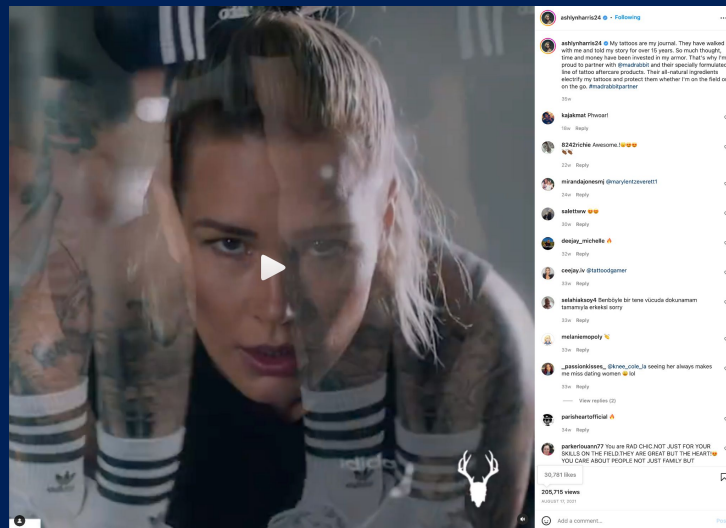
# Us.



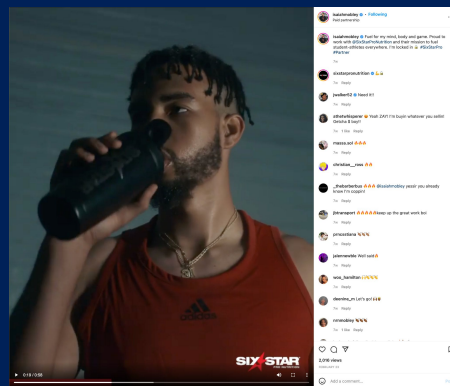
# Better content. Better results.



Same Person. →



Same Person. →



# D2C Specialization

- You need assets, lots of assets, that can be utilized cross-platform for as long as possible.
  - Note: **We have your back.**
- From initial procurement through content creation and delivery, we make sure that one small shoot can provide you with the broadest diversity of high value creative assets at the lowest cost possible.
- We can even help you build out long term financing models, inclusive of royalties and affiliate deals, to help spread out the cost of a program with elite talent.
- Download our [Vertiball/Symbodi Case Study](#)
- **Examples:**
  - [Ceedee Lamb x Symbodi](#) (Full Video Delivery) + [Selects](#)
  - [Alix Klineman x Hydrant](#) (Full Video Delivery) + [Selects](#)
  - [Ashlyn Harris x Mad Rabbit](#) (Full Video Delivery) + [Photos](#)
  - [Mike Williams x Hydrant](#) (Full Video Delivery) + [Photos](#)



# D2C Specialization



[drinkhydrant.com](https://drinkhydrant.com)



[drinkhydrant.com](https://drinkhydrant.com)

# Elite Production & Creative Services

We can build out your YouTube presence from scratch, or provide a current audit + content refresh. ([Example](#))

- We are best known for delivering premium branded content for any screen, from mobile to theaters
- We specialize in longer form storytelling (3min - 1hr+)
- Storytelling at its core begins with amazing people who have overcome incredible obstacles. We understand this better than anyone in the realm of sports and have dedicated our craft to storytelling for over a decade.
- Download our [Hyundai x NFL Case Study](#)
- Examples:
  - [Spilling Ink x Mad Rabbit](#) (full YouTube presence)
  - [Rolling with the Rookies x Hyundai](#) (Three Seasons)
  - [Microsoft x Special Olympics](#)



**Caeleb Dressel Dives into his Tattoos - Spilling Ink with Mad Rabbit**  
107,495 views • Premiered Jul 12, 2021

**Mad Rabbit**  
1.02K subscribers

Caeleb Dressel has one of the most talked-about and recognizable tattoo sleeves in the world of Swimming. His sleeve, and all his tattoos, have a great story behind them that builds on a childhood of exploration, discovery, and fostering a creative spirit with his siblings. Caeleb has

[SHOW MORE](#)

**Spilling Ink** ▶ [PLAY ALL](#)



**Bi Nguyen shares her most private tattoos and story of...**  
Mad Rabbit  
2.7K views • 2 months ago

**Jarvis Landry is a Musician, Artist, and Athlete, Spilling...**  
Mad Rabbit  
2.6K views • 4 months ago

**Cassadee Pope shares emotional stories behind he...**  
Mad Rabbit  
1.3K views • 3 months ago

**Josh Jacobs Spilling Ink on his Tattoos, Life Beyond...**  
Mad Rabbit  
3.8K views • 4 months ago

**Zhavia Ward - Spilling Ink moves with a story of...**  
Mad Rabbit  
8.2K views • 4 months ago

**Elite Endorsements** ▶ [PLAY ALL](#)



**Ashlyn Harris Goes Deep**  
Mad Rabbit  
10K views • 1 year ago

**Brandon Moreno Fights for Tijuana, Mexico and protect...**  
Mad Rabbit  
3.9K views • 10 months ago

**Jarvis Landry and Stefan Diggs talk about Mad Rabbit...**  
Mad Rabbit  
68K views • 8 months ago

**Caeleb Dressel Can't Get Enough of Mad Rabbit's SPF Secret**  
Mad Rabbit  
415 views • 1 year ago

**Ashlyn Harris is Stoked About Mad Rabbit's New SPF**  
Mad Rabbit  
537 views • 6 months ago



SIX STAR



SIX STAR



SIX STAR



Microsoft



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# Production Fulfillment

You've booked the talent, now what? Maybe it's your first time working with an athlete, or maybe the last time didn't go as planned.

Regardless, to create high quality assets for your channels with limited Talent availability (we specialize in 2hr shoots!), **you need experts who can parachute in and get the job done right. The first (and only) time.**

We're here to deliver with:

- Deep understanding of athletes because we are athletes
- Creative direction that utilizes talent the way they want to be utilized. Sounds simple, but so many CDs and Producers treat athletes like commercial actors, leading to stilted, boring content.
- We build trust through respect with your athlete partner, creating a fast working relationship that leads to successful shoots.
- High end production team that includes award winning **direction, cinematography, sound, lighting, photography, music composition, color correction, sound mixing and all post production services.**
- Examples:
  - [Andrew Wiggins x BioSteel & Video](#)
  - [Christen Press x Lakanto](#)
  - [Sixstar Pro Nutrition NIL Program](#)





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# B2B & Foundational Content

Your start up is ready for prime time but you need some content to match the hustle you've put into the business.

We help early growth brands develop content (with and without talent) that presents your origin story in a way that is inspiring and easily digestible.

We see your biggest opportunity as getting out ahead of:

- **Who you are & What you do**
- **Why you do it**
- **How it works for your customers**

**Examples:**

- [Protect3d](#)
- [TecTraum Pro-2-Cool](#)
- [Fill it Forward](#)





# Indexed Work - Elevated Influencer Content

Full creative direction and light-touch production services



[Sofia Franklyn x RepHresh](#)



[Chrishell Stause x Cynosure](#)



[Melissa Gorga x Cynosure](#)



[Jason & Lauren Kennedy x  
First Response](#)



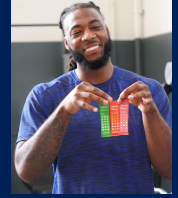
[Minkah Fitzpatrick x Symbodi](#)



[Ryan Hall x Muscletech](#)



[Alix Klineman x Hydrant](#)



[Mike Williams x Hydrant](#)

Full creative direction and high end production services



[DeMarcus Cousins x Trojan](#)



[Juju Smith-Schuster x Trojan](#)



[Andrew Wiggins x BioSteel](#)



[Maxx Crosby x Mad Rabbit](#)



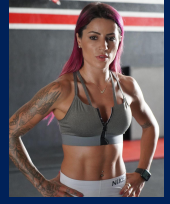
[Christen Press x Lakanto](#)



[Carli Lloyd x Symbodi](#)



[Jarvis Landry x Mad Rabbit](#)



[Leticia Bufoni x Trojan](#)

Full creative direction and content editorial



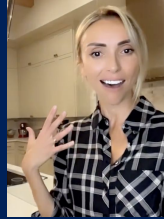
[Amanda Kloots x Vitafusion](#)



[Josh Peck x Vitafusion](#)



[Trev Kennedy x Vitafusion](#)



[Giuliana Rancic x Vitafusion](#)



[Karamo Brown x Vitafusion](#)



[Danae Mercer x First Response](#)

# Event Content Capture

You've spent months planning an event. Catering is all set, your crew knows everything they need to do. You're ready for to blow away your guests.

Don't let your hard work fade as just a memory. Capture the moment forever!

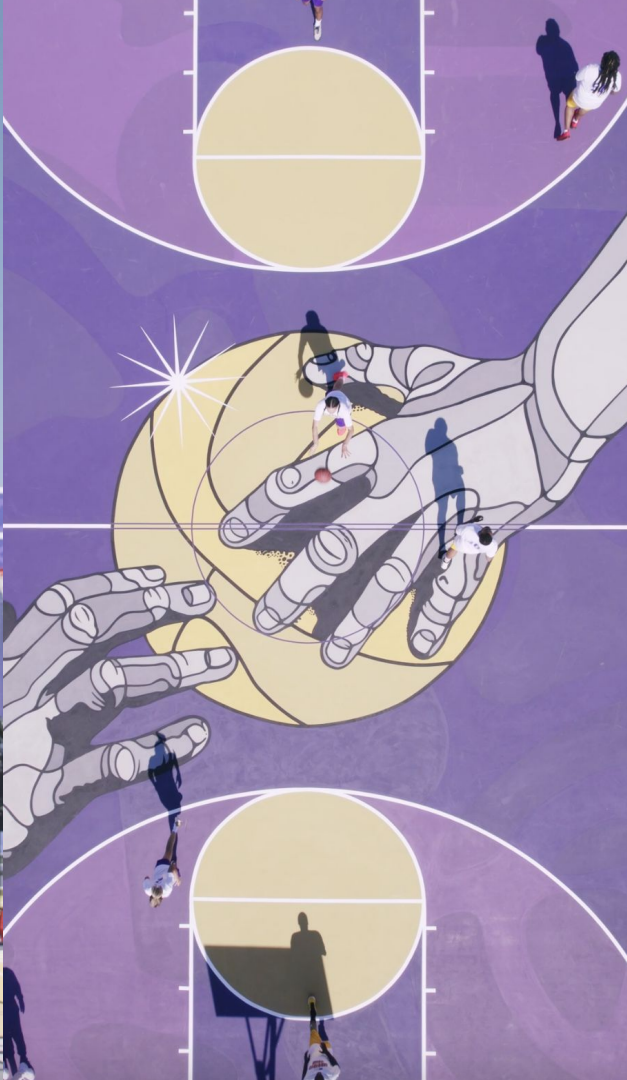
Our team will capture every aspect of your event and make assets for distribution across your social channels.

## Examples:

Winning Time x HBO



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**Building for the Future...**

# Blitz Creative On Retainer

## Monthly Talent Partnerships:

### Ongoing Talent Reach Out

- Leverage our deep relationships with athletes and agencies to find the best people to represent brands across social and digital platforms.
  - Researching and maintaining a target athlete list for gifting and paid opportunities across all sports, recreation and fitness related activities.

### Responsive Communications

- Cutting through the noise of incoming requests from talent, agents and managers so you don't have to.
  - Managing product requests by evaluating the talent's potential to support the brand's initiative.

### Negotiations

- Negotiating all deals on the brand's behalf, lining up deliverables in exchange for product or compensation
- Providing the brand with a variety of high quality content to leverage throughout the year.





# BLITZ

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**Empowering content.**

**Jared Blitz** | President, Creative Director

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