



On behalf of our [corporate team](#) at J23 Media, welcome to our website. We are dedicated to providing fresh ideas and delivering emerging platforms to create corporate brand communication and connection for today's multicultural and urban landscape.

We are acutely aware that our success rests on our continued commitment to fulfilling a Mission one that we believe in and act on every day, on every project, with every client, and with our corporate team within the company: Extraordinary People! Extraordinary Service! Extraordinary Solutions!

Extraordinary people who focus on success are the foundation for our success.

People with a sincere passion for what they do who are committed to success. People who delight in working with others, who are thrilled with a job brilliantly done, and who measure their success by the success of those they work with and for.

Extraordinary service is the path to our success.

It begins with a genuine interest in understanding who our clients are - their businesses, needs and objectives. How they think and what they care about. And how we can become a key ally in accomplishing their goals - with relentless vigor, attentiveness, respect, creativity and perseverance.

Extraordinary solutions are the measure of our success.

Client excellence is the ultimate goal for us. By uncovering opportunities in challenges allows us to discover new creative solutions for our clients that support their business goals. We are confident in our solutions knowing that each job has been accomplished in a way that goes beyond expectations.

Enjoy our website. We trust that it provides you with both the information and assurance you need to further your relationship with J23 Media.

Sincerely,
Felicia Dixon-Ward
Chief Executive Officer

Media Contacts:

Felicia Dixon-Ward
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About Us

J23 Media is a full service creative agency delivering rich and compelling customized advertising, marketing, events and public relations in the fashion, beauty and entertainment industry.

A fashion that does not reach the streets is not fashion. –Coco Chanel-

Facts

- ▶ According to the U.S. Department of Commerce Minority Business Development Agency, Minority purchasing power will reach \$6.1 trillion by 2045. Minority population may contribute 44 percent, or as much as 70 percent, of the total increase of purchasing power from 2000 to 2045.
- ▶ In 2000 African American Women spent \$7.6 billion on apparel and accessories and spent twice as much on hair maintenance than average.
- ▶ More than 20% of income of African American men focus their fashion spending on career wear, casual wear and shoes.
- ▶ Between 1997 and 2002, African American households increased annual spending on entertainment by 28.9 percent (from an average of \$872 to \$1,124), while Hispanic households boosted their yearly entertainment budgets by 23.9 percent (from an average of \$1,137 to \$1,409).

Whether fashion, beauty and entertainment we create brand excitement with eye catching innovative designs, exclusive events connecting brands to multicultural consumers and exposure through targeted public relations keeping you in the minds of the media.

We approach each client relationship uniquely by listening to our clients requests. We take our clients ideas turning them into reality.

Our staff has created one of a kind design's and public relations for global, national and local companies and events such as Fashion Fair Cosmetics, Grass Roots Promotions and Charlotte Fashion Week.

By developing media, agents and celebrity relationships we offer our clients unique access profiled at major media outlets, connecting with influencers and product placement at major events.

According to Women's Business Enterprise National Council (WBENC) survey, 80 percent of women consumers would be compelled to try a company's product or service if they knew a company used **women-owned** businesses as vendors and would moderately or significantly solidify their brand loyalty.



At J23 Media we are definitely not just another agency creating buzz for our clients we help to create customer loyalty. Come and experience firsthand the difference with J23 Media.

Company Overview

J23 Media a certified small minority woman-owned and HUB enterprise communicates, connects and creates innovative traditional and non-traditional influential fashion, beauty and entertainment advertising, marketing, promotion, events, and public relations solutions connecting brands to multicultural and urban consumer groups.

Mission

Our mission is to create and design compelling and inspiring strategic brand communications that connect major brands to multi-cultural demographical markets.

Team Biography

Felicia Dixon-Ward, CEO

Felicia Dixon-Ward is Chief Executive Officer of J23 Media. Felicia was the executive producer and director of “The Café” on Adelphia Cable (Northern Virginia) focusing on pediatric health. She was a contributor for a weekly on-line business talk radio program on Diversity for Women and Minority Owned Enterprises. Felicia is a content contributor for www.justluxe.com and writes a small business column for the Harrisburg Horizon. She has MSBA degree in Business Administration from Strayer University in Washington, DC and certificate for leadership and supervisory skills for women from Rockhurst College. Felicia is from Jamaica, W.I. Email: Felicia@j23media.com

Marcus Ward, President of Advertising and Marketing

Marcus Ward, President of Advertising and Marketing for J23 Media. Marcus has a Bachelor of Fine Arts Degree from Virginia Commonwealth University and over 17 years experience in general management, marketing, graphic design and advertising. Marcus worked at Sunrise Senior Living for over 11 years as the Director of Graphic Services. Marcus has done work for Ebony Fashion Fair Cosmetics, GrassRoots Promotions, Gelbach Designs, Charlotte Fashion Week, Richmond Childrens Museum, World Kitchen and more. Marcus is a Member *Phi Beta Sigma Fraternity*. E-mail: Marcus@J23Media.com

Radesha Dixon, VP of Television Media

Radesha Dixon, V.P. of Television Media is responsible for providing clients with television media services. Radesha worked as a production specialist for PBS and directed, produced and edited programs for Virginia Commonwealth University Television. Radesha has a Bachelor of Science Degree from Virginia Commonwealth



University in Mass Communication emphasis television production with a minor in Spanish. She has a casualty insurance license. E-mail: Radesha@J23Media.com.

Latanda Mack, VP of Radio Media

Latanda M. Mack, Vice-President for J23 Media. Latanda is responsible for providing clients with radio marketing maximization. She was an intern for radio personality Donnie Simpson for the Donnie Simpson Morning Show at WPGC in metro Washington, D.C. Latanda was voted as the "Lead Producer" for the Hearst-Argyle Leadership Symposium. Latanda has a Bachelor of Science Degree from North Carolina A&T State University in Mass Communication Media Management. Latanda worked for The U.S. Dept. of Interior Bureau of Land Management. E-mail: Latanda@J23Media.com

Andrew Dixon, President of Sports Marketing

Andrew Dixon, President of Sports Marketing for J23 Media. Andrew studied Business Administration with a minor in finance and marketing from Norfolk State University. Andrew was a sales executive for a radio station. Andrew was a 17th rd draft out of Norfolk State University to the San Francisco Giants Baseball Franchise and was All American and All State. Andrew is bi-lingual in English and Spanish. E-mail: Andrew@J23Media.com

Team Experience

Our executives and team members have provided services for Fortune 500 and State, Federal and Local Government Agencies.

Corporate

- ExxonMobil Corporation
- FutureNext Consulting
- UUNet
- Siemens Rolm
- Sharp Electronics
- Logicon Corporation
- Northrup Grumann
- Syscon Corporation
- Smartlogik, Inc.
- Careerbuilder, Inc.
- MBNA
- Visa International



Government

- Department of Army
- Department of Homeland Security
- Transportation Security Administration
- Department of Navy
- General Services Administration
- Baltimore City Public Schools
- Mayor's Advisory Council for Arts and Culture (Baltimore, MD)

Marketing and Promotions (Graphic promotional/logo Designs)

- Hoops N Hip Hop Tour
- Futbol Y Musica (Spanish)
- The Black Quarterback Club
- Total SisterHood
- Tools-Teaching on-field and off-field leadership skills
- The Fashion Statement@myfashionstatement.com
- Ladies Laugh Louder Comedy Club
- Sunrise Senior Living
- Fashion Fair Cosmetics

2008 Projects

Charlotte Fashion Week, created strategic public relations for a three day fashion weekend in Charlotte, N.C.

Expressions Fall Fashion Show, talent management services securing fashion models.

Insignificant Others, talent management service providing movie extras.

Current Projects

Afiwi Style Magazine

Fashion, Beauty, Style and Culture will be the primary focus of Afiwi Style Magazine connecting corporate brands to multicultural and urban consumers. Afiwi offers clients value added print and digital media advertising strategies directly related to the consumer. On-line launch www.afiwimagazine.com late fall 2009 and print launch schedule 2010.

Cooking with Marjon kid cooking show

The cooking show "Cooking with Marjon", was created to share health, nutrition and simple fun cooking recipes for kids by a kid. The show is currently in production. Web: www.marjoncooking.com



Mocha Pak

Mocha Pak is a powerful new coupon advertising service connecting fashion, beauty and entertainment directly to consumers.

Services Overview

Advertising, Marketing, Promotions

We can design and execute a advertising & marketing strategy to fit your objectives. We provide turnkey advertising & marketing services in the following areas:

- ▶ Product Placement
- ▶ Print Advertising
- ▶ Television Advertising
- ▶ Strategic brand positioning & identity consulting
- ▶ Test market programs & rollout campaigns
- ▶ Media planning & buying
- ▶ Sponsorship procurement, evaluation & management
- ▶ Sales/promotion development
- ▶ On-premise promotions & non-traditional outlet distribution
- ▶ Talent services
- ▶ Sensory branding
- ▶ Package Design
- ▶ Invitation Design
- ▶ Web Design
- ▶ Vehicle Wrap
- ▶ Street & e-team marketing, product sampling & web-based promotions
- ▶ College marketing
- ▶ Research and trend sourcing

Events Management

Your event only better with J23 Media, services available to clients include:

- ▶ Turnkey event design, production, management & execution
- ▶ Mobile brand tours and programs
- ▶ Concert booking, promotion, touring & production
- ▶ Movie premieres, fashion shows & album release parties
- ▶ Press junkets for film, television and music talent
- ▶ Special event hospitality and management
- ▶ On-premise promotions and events
- ▶ Product launch events
- ▶ Sports
- ▶ All services include photography, video and DVD copy of the event.



J23 Media Event Models

Make your promotional events and campaigns more compelling featuring J23 event models. Our models will create a positive customer relationship experience to bridge the gap between your product and the consumer. Our models are diverse in ethnicity, age and gender to connect with your customers.

Public Relations Management

J23 Media provides a full range of public relations services for clients, including:

- ▶ Red carpet press management at high profile events
- ▶ Brand representation on monthly/annual/event basis
- ▶ Press kit design and management
- ▶ Long-lead story pitch and placement with national & trade publications
- ▶ Product launch event for trade and consumer media
- ▶ Crisis communications planning and execution
- ▶ Print, broadcast, radio and online press junketing
- ▶ Placement in entertainment and lifestyle media
- ▶ Press release, media alert and tip sheet preparation & wire servicing

Cancellation Policy:

Three (3) day no question asked cancellation policy. All funds will be refunded within the three (3) day limit.