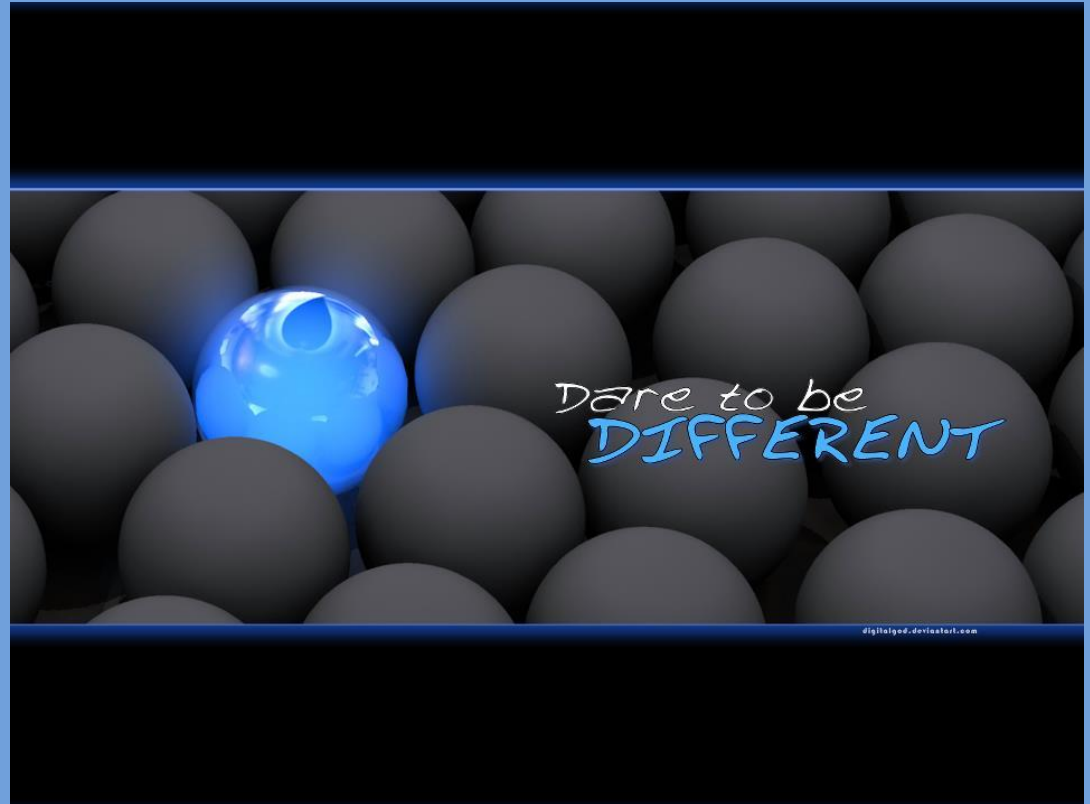


**Past • Present • Future**  
**“We Give Vision To Your Dream” ...**  
**CanadirectDM, LLC**

## Marketing Consultant:

- Website
- Collateral
- Presentations
- Concept Pitch
- Research Analysis



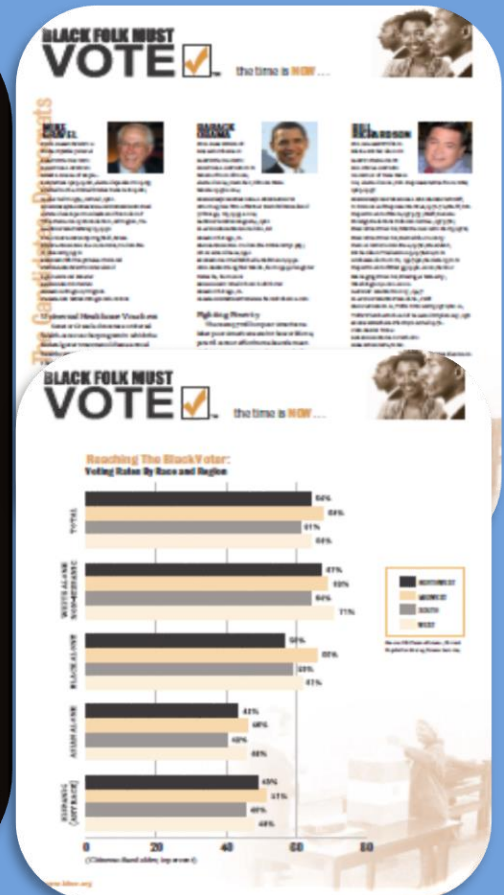
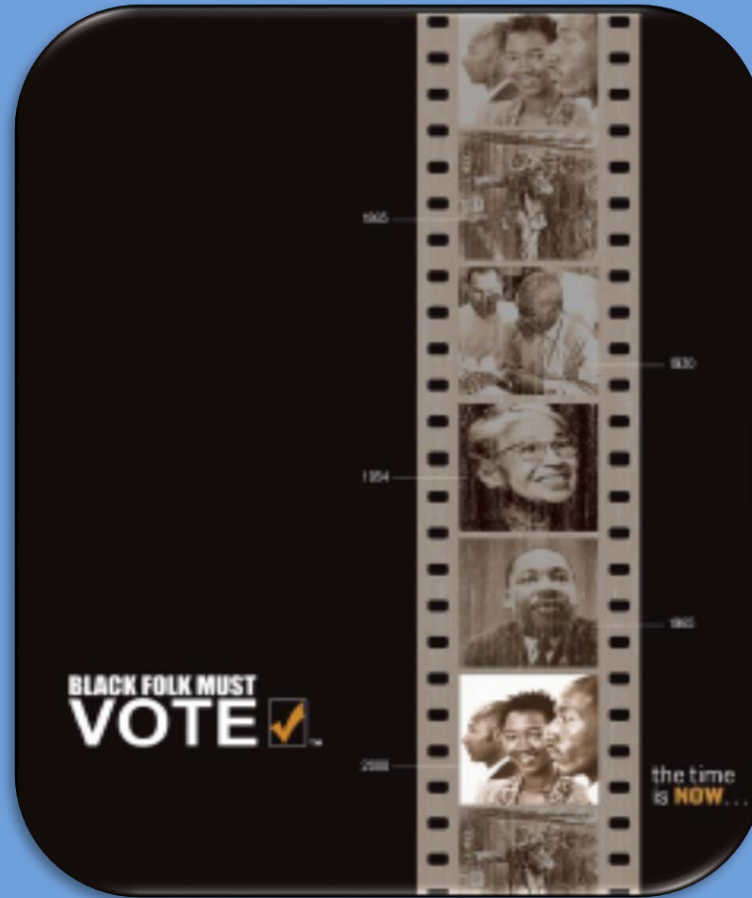
**“We Give Vision To Your  
Dream” ...  
CanadirectDM, LLC**

# From Concept to Collateral material

## Building validation and awareness for: Black Folk Must Vote campaign.

Digital Campaign Site Metrics  
(May – December\*)  
9 month campaign

- Unique Visitors  
(Growth 42 to 1,672)
- # Hits  
(Growth 68 to 2,604)
- Page Views  
(Growth 831 to 24,750)
- # Hits  
(Growth 1313 to 57,232)



# Building A Brand

## Collaboration with executive team (directors/producer)

### Classical Theatre of Harlem (CTH)



#### Awards & Achievements

- CTH's production of *Ain't Supposed to Die a Natural Death* was nominated for 2005 Drama Desk Award for Best Revival of a Musical.
- The company won a special 2004 Drama Desk Award for Artistic Excellence.
- CTH's production of *Joyan Women* was nominated for a 2004 Drama Desk for Best Actress.
- 4- 2003 OBE Awards for The Blacks
- 2004 Edwin Booth Award for Artistic Excellence Past honorees include Tony Kushner, Hal Prince, Joseph Papp and the New York Shakespeare Festival, The Brooklyn Academy of Music, and The Royal Shakespeare Company.
- 2001 OBE Award for Artistic Excellence
- 5 ADULECO Awards for excellence in Black Theatre.
- 41 ADULECO nominations for excellence in Black Theatre.
- The Drama League named The Classical Theatre of Harlem "one of 10 theatre companies in America to watch".

#### Distinctive Things To Know About The CTH

CTH works with predominantly African-American actors. At CTH, African-American actors play leading roles in great theatrical works by authors from Shakespeare and August Wilson to Melvin Van Peebles and Euripides.

CTH has played to over 40,000 people in just under six years.

CTH has created over 700 temporary jobs since being founded.

In 2004 CTH's production of "Macbeth" toured Germany and played to sold-out audiences at two international festivals, the Bonn Festival and the Globe news Festival. *Touring Europe was a first for a contemporary Harlem-based theatre company.*

In the summer of 2004 an extensive article on CTH was the cover story of the July/August issue of *America's Theatre Magazine*, also a first for a Harlem-based company.

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#### History:

The Classical Theatre of Harlem (CTH) is a 501(c)(3) not-for-profit theatre company presently operating in residence at The Harlem School of the Arts (HSA). CTH is the only year round, professional theatre company in the Harlem community that is performing a classic repertoire. And, CTH's unique definition of "classical" includes works from William Shakespeare and August Wilson to Anton Chekhov and Melvin Van Peebles.



#### Mission:

- To create and nurture a professional theatre and

CTH's goal is to breathe new life into New York theatre with fresh, innovative, audience-pleasing approaches. An extension of the contemporary Harlem community in which audiences live and work, CTH radically reinvents time with its unique artistic vision, highly visual, intensely performed, incorporating dance and music. In ways that connect contemporary audiences



*"The Cherry Orchard" A stunningly powerful production by the Classical Theatre of Harlem. The New York Times*

*CTH is pulling off a minor miracle in reviving "Ain't supposed to Die a Natural Death". They are giving us a rare opportunity to see an authentic landmark of theatrical, cultural, and social history.*

mytheatre.com

2005-2006 SEASON

MEDEA  
Euripides  
September - October, 2005

FUNNYHOUSE OF A NEGRO  
Jellyfish Kennedy  
January - February, 2006

THE PHYSICISTS  
Jerech/Durrenmat  
March - April, 2006

EMANCIPATION  
Ty Jones  
June - July, 2006  
New play developed in CTH's Future Classics Program.

Performances are Wednesday - Saturday at 8:00pm and Sunday at 3:00pm.

CTH LOCATION:  
PSA Theatre  
645 St. Nicholas Avenue  
near 145th Street

#### CTH AUDIENCE DEMOGRAPHICS

- Mean household income was \$77,000.
- 24.9% HH 18-24
- 23.3% HH 25-34
- \$50-\$74,000
- 16.2% HH 35-44
- \$75-\$99,000
- Mean age: 41 years old
- 26.8% Age 25-34
- 16.7% Age 35-44
- 21.6% Age 45-54
- 57% African-American
- 29% Caucasian
- 7% Multi-racial
- 2% Asian
- 5% Other
- Female 49% - Male 51%

- Nearly three out of ten lived outside of New York City.
- 40% Manhattan
- 32% Surrounding Borough
- 14% Out of Town
- 66% first time CTH theatre goers
- 90% attended CTH Broadway within the last year.
- The New York Times was the most widely read publication followed by the Village Voice and Daily News.

- WBLS was the most listened to radio station followed by WQCD and WNBC.

Source: Nielsen Research & Analytics Inc.

#### ADVERTISE WITH CTH

- Reach CTH's consumer audience
- Increase your product or brand awareness
- Introduce a new product or service
- Connect with a new and expanding market

#### Advertising Rates:

Page: \$530.00  
1/2 Page: \$275.00  
1/4 Page: \$135.00  
Business Card: \$ 55.00

#### Production Specifications

- PDF/X1a
- High Resolution. Continue (CIC) file for each ad. Use CTH file type has to set to THF.
- Page 1 Fonts - No True Type fonts or Font Substitution Images must be SWOP (CMYK) or Crayola (CMYK) or (PMS) between 200 and 400 dpi. Total area density should not exceed SWOP 300% TAC.

#### Link Size:

Page: 5 1/2 x 8 1/2  
1/2 Page: 2 1/4 x 8 1/2 (v)  
1/2 Page: 5 1/2 x 4 1/4 (h)  
1/4 Page: 2 1/4 x 4 1/4  
Business Card: 2 x 3 1/2

• TRAFFIC: TIFF/EP Format on 100 MB Zip, 1 GB Jaz disk, CD-ROM. The Final Page (FP), Continuous



Time CTH, Linework (LW) and/or High Resolution. Continue (CIC) file for each ad. Use CTH file type has to set to THF.

Material due date: August 26, 2005



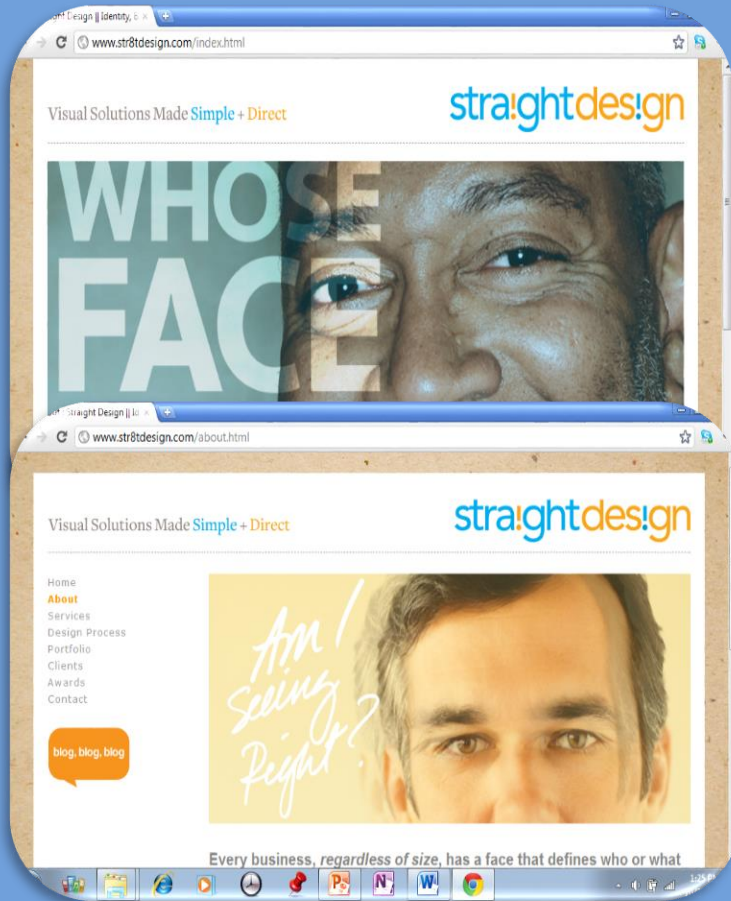
For Advertising and Sales contact:  
Boya Winston  
Sales & Marketing Consultant  
212-214-6052  
email: boyawin3@msn.com

For Corporate Sponsorship contact:  
Michelle Y. Hedges  
Director of Development  
212-926-3541  
email: myhedge@aol.com

Consulting project completed utilizing the efforts and collaboration of freelance consultants for collateral material and website design/administrator.

← Stra!ght des!gn, [www.str8tdesign.com](http://www.str8tdesign.com)

The Blocker Group:  
[www.theblockergroup.com](http://www.theblockergroup.com) ↓





# Design, Execution, Content management, launch strategy. Red Lion Advertising [www.redlionadvertising.com](http://www.redlionadvertising.com)

## Shining a spotlight on:

- Home
- Diversity Page
- Economy
- Health



# Fort Greene Food, Music & Film Festival

## Fort Greene Food, Music & Film Festival

"A Celebration of the Cultures, Cuisine & Artistic Diversity of Brooklyn"  
**FORT GREENE/BROOKLYN HEIGHTS**



Presentation

New York Liberty 2009/2010 Season

[www.wnba/liberty/fan](http://www.wnba/liberty/fan)

Join us online

*Draft - Pitch*

- For the love of the game
- For the thrill of the moment
- For the opportunity to be called **Fan**

Draft

Concept: August 21, 2008  
 By: Joyce A. Waller

## Labor Press Online

### "A News Service"



**Gerthies Place**  
 "Where Unusual Things Happen"

POET IN PROGRESS

"DROP THE INK"



By: Joyce Waller  
 Marketing Consultant

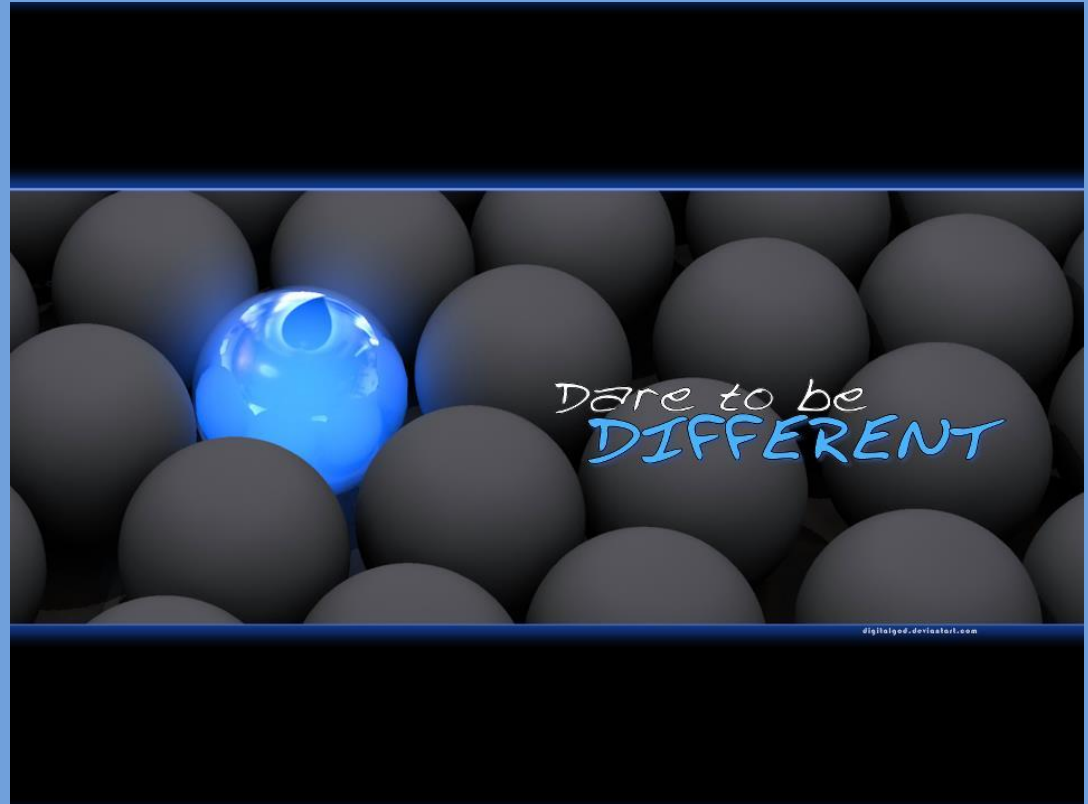
# Brand Management

## CanadirectDM, LLC

A view of CanadirectDM, LLC's strategic planning and communication over the internet.

Various Platforms includes:

- Company Website
- LinkedIn
- Facebook
- Twitter
- Google+
- YouTube
- Instagram
- Blog Page
- Cause Marketing Page-Gift Unwrapped



**“We Give Vision To Your  
Dream” ...  
CanadirectDM, LLC**



# Brand Management-CDDM Now



## Join The Conversation...

FEBRUARY 25, 2016  
CANADIRECTD.M.  
LEAVE A COMMENT  
EDIT



Let's soar together... Clear

This form of engagement on a Social Media Network. Can you create a whole new digital users willing to help design create" (Grau, Garcia 2011) new innovation and technology participation creates sustainable organization. There is a dialogue feedback that is which we communicate.

August 1, 2016  
CANADIRECTD.M.  
LEAVE A COMMENT  
EDIT


## Hosting: Consumer Engagement



Have you ever attend an industry event and walked away feeling like you had a really good time? You connected with colleagues and friends. You were introduced to new people in your industry. Discovered new ways of doing business, making your department/team operate more efficient.

At this moment create that same feel within your social media network. The place where consumers go to share information, ideas, content and messages. What is the first thing you implement in your strategy? A strategy that aligns your product and service with consumer needs and emotions. Within the last years I have attended a few industry events... and that experience...

## Bloggings



Development of partnership, in addition... collaboration in... (Grau, Garcia 2011) new innovation and technology participation creates sustainable organization. There is a dialogue feedback that is which we communicate.

## Email Marketing



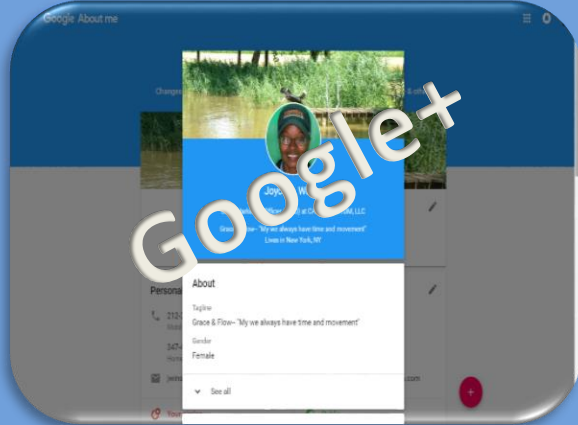
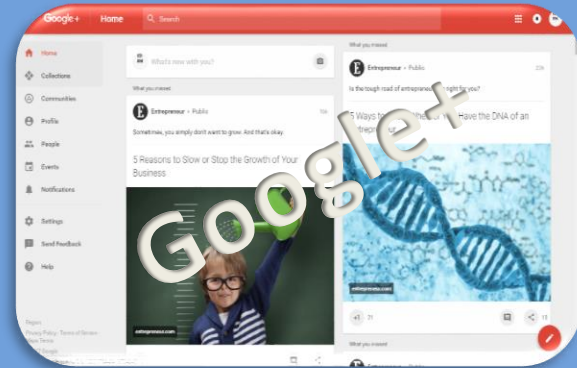
Remember... you. Thank you, for our Freedom. CDDM, LLC



**National Veterans Day!**  
Friday, November 11, 2016

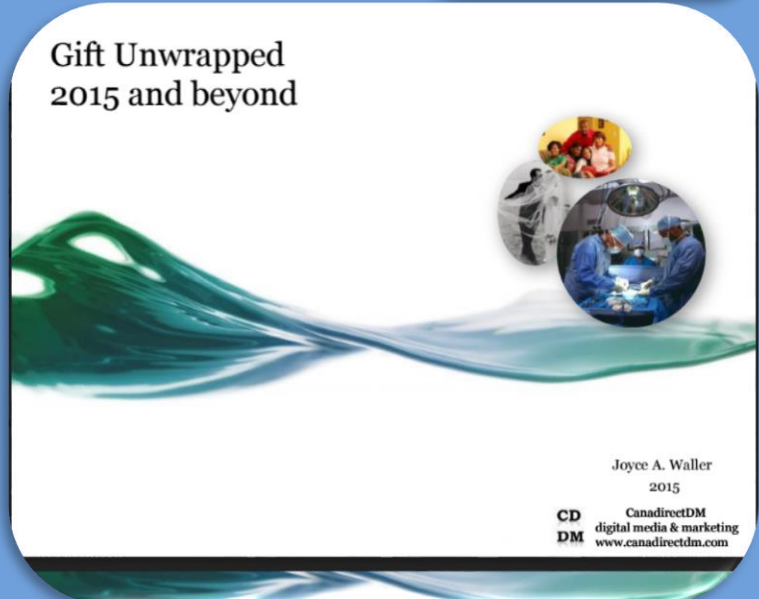
# Brand Management-Social Media

## CDDM

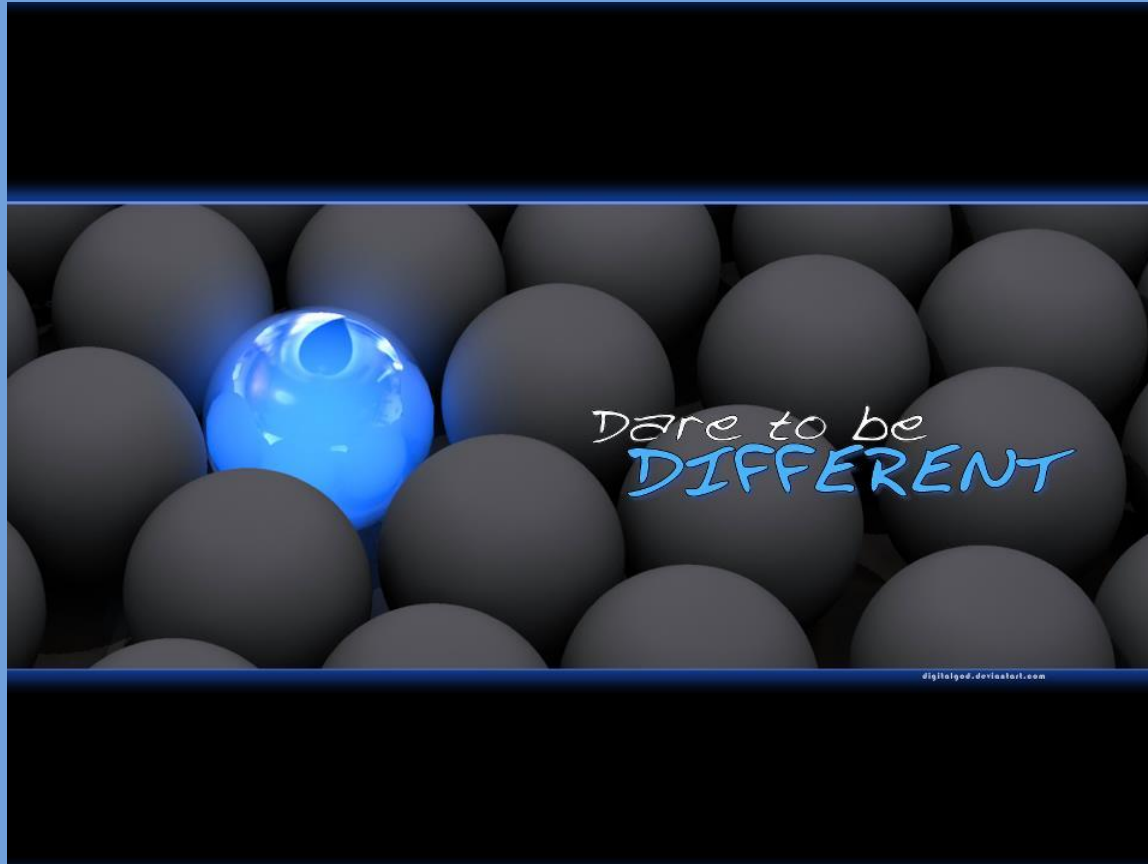


# Brand Management-Cause Management Campaign Gift Unwrapped

- Website:  
<https://blogcanadirectdm.wordpress.com/gift-unwrapped/>
- Facebook Page
- E-Marketing Campaign
- Presentation







**CanadirectDM, LLC**  
***Digital Media & Marketing***  
***"We give vision to your dream"***  
***www.canadirectdm.com***