



ANEXUS **MEDIA** ENTERPRISES

CORPORATE PROFILE

& CASE STUDIES

PRESENTED BY | DR. TL HOLMES



NYC

Company Overview

Anexus Media Enterprises, Inc. is a Marketing Management Consulting firm that is based in New York and Florida. The company operates as an inner-city urban consulting firm with a focus on business, marketing, and technology consulting. Additionally, we handle other related aspects of community development and impact as requested by our clients. We are an official vender with New York City.

We ensure to hold ourselves accountable to the highest standards by meeting our clients' needs precisely and completely. We have cultivated a culture that provides a humane, sustainable approach to provide powerful results for our partners, clients and employees.



Capability Summary

Our Mission

Anexus Media Enterprises, Inc. strive to handle each client with accountability and responsiveness, as if we were building our own business or managing our own campaign. We focus our attention on providing measurable solutions so that our clients can focus their attention on the success of their business and/or projects..

Here are some examples (case studies) of our past and present work.



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About Us.

We are poised and prepared to partner with your organization and network to provide first-class marketing services to take their business to the next level. Using new media and modern technology as tools, **Anexus Media Enterprises, Inc.** is committed to branding new clients as well as taking established clients to the next level in their messaging impact. From developing and implementing full-scale marketing plans from start to finish, producing powerful commercials or promos, to developing local, regional and national branding campaigns which includes billboards, local/regional and national commercials to developing community engagement events, Anexus Media understands that partnering with an effective, professional team is paramount to the growth and success of any campaign. Therefore, we are committed to exemplifying first-class, personalized service to help meet and exceed our client's goal.

Our Services.

Marketing

- **Local, regional, national & international data-driven marketing campaign development & implementation.**
- Custom logo design/enhancement
- Website/mobile app development & maintenance
- DIGITAL ADA COMPLIANCE SOFTWARE
- Cutting edge graphic design
- Corporate video promo production
- **Billboard design & National placement**
- **Concert/conference event planning and full production**
- Professional photo shoot
- Product Commercial production
- Film development/production

Corporate Brand Development

- **Corporate Identity Kit design**
- **Non-profit Identity Kit design**
- Create on-brand social media messaging and communication collateral
- Radio commercial production
- Develop & implement internal/external viral marketing campaigns
- Mobile marketing campaign development
- **Use of automation marketing software and technology for engagement & behavior analytics**
- **Brand management training**
- **Social media marketing training.**



ANEXUS **MEDIA** ENTERPRISES

CASE STUDIES

PRESENTED BY | DR. TL HOLMES

CASE STUDY #1

Mayor Justin Bibb & The City of Cleveland, OH

Dr. TL Holmes and Anexur Media Enterprises, Inc. was contracted to:

1. **Develop a full-scale marketing plan for the the Mayor's initiative to revitalize SE Cleveland which will last through 2026 – "Southeastside Side Promise Project"**
2. Produce professional promo video for stakeholders for the project. The city secured \$100 million dollars using the promo video in their presentation.
3. **Develop and implement marketing campaigns for 6 small businesses in SE Cleveland with a grant from the City of Cleveland and Cleveland Neighborhood Progress Organization to build awareness of SE Cleveland. This campaign includes:**
 1. Professional company photoshoot
 2. Website inhancement
 3. TV Commercial with all of the businesses "Why we invest in SE Cleveland"
 4. A citywide billboard campaign (we will design and place 15 billboards throughout the city including the football and basketball stadiums).



CITY OF CLEVELAND
Mayor Justin M. Bibb

SOUTHEAST SIDE **PROMISE**

A Vision for Hope. A Plan for the Future.

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SOUTHEAST SIDE **PROMISE**

CASE STUDY #2

Dr. Anthony D. Andrews, Jr. – Political Campaign

Dr. TL Holmes and Anexur Media Enterprises, Inc. was contracted to:

1. **Develop a campaign message that would drive people to vote for this candidate.**
2. Design the marketing collateral for the campaign which included:
 - a. Official logo for the campaign
 - b. The tagline and messaging
 - c. Design the billboard and placement
 - d. Design the social media collateral and manage the content
 - e. Design the official campaign website
3. Produce the official campaign commercials and promos
4. **We implemented our own ADA Compliance licensed technology and software for individuals with disabilities which boosted the campaign results.**

Our hard work resulted in a sweeping win for Dr. Anthony D. Andrews, Jr.!

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CASE STUDY #3

RORE Investment Group

RORE Investment Group owned 82 hotels throughout Florida and Georgia, operating over 40 of them. They faced several key challenges:

They contracted Dr. TL Holmes and Anexur Media Enterprises, Inc. as marketing and business consultants to:

1. **Create a new brand and communication style guide.**
 - a. Design a new logo (along with a color guide).
 - b. Develop a new messaging guide.
 - c. Craft a new tagline.
2. Devise a statewide employee recruitment campaign and implementation strategy through social media and their website.
3. Produce engaging video training LMS modules for new investors.
4. Create an exclusive split-test marketing campaign targeting millionaires who's looking for investment opportunities to build trust and win their business.
5. Build an automated lead generation pipeline to efficiently manage new investors.

Our year-long efforts resulted in:

- Hiring 300 new employees with a remarkable 70% retention rate.
- Securing \$285 million in new investment capital.
- Producing award-winning training videos for new investors and their social media followers.

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CASE STUDY #4

Columbia Records – Tye Tribbett & GA

Columbia Records contracted Dr. TL Holmes and our company (previously Media Concepts Group) to:

1. Do the official photoshoot for his "Stand Out" CD/DVD cover (with credit on both)
2. Develop, design and implement the regional/national marketing campaign for Tye Tribbett & GA's "Stand Out" Live DVD recording in Virginia Beach, VA
 - a. Billboard design and placement
 - b. Official website design
 - c. Coach bus and SUV design and wrap
 - d. Social Media promo commercial production
 - e. **Over 15,000 people attended the recording as a response to the marketing campaign we created and implemented**
3. Produce the entire concert
 - a. Production management
 - b. Staging
 - c. Lighting
 - d. Sound
 - e. **8 camera video production**



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CASE STUDY #5

City of Faith – Michigan

After being contracted by a local church in Port Huron, MI, our mission was to empower the community and establish a sustainable presence in the inner city. Our journey began with an extensive community survey, which led us to organize a highly successful inner-city rally, capturing the attention of national media. Our unique campaign for the event included:

1. Launching a gas giveaway campaign to generate excitement and promote the event.
2. Designing and strategically placing six billboards.
3. Creating and broadcasting radio and TV commercials.
4. Orchestrating a dynamic social media campaign that garnered over 30,000 views.
5. Designing and placing QR code bus stop advertisements.
6. Distributing 15,000 gallons of free gas to the local community in partnership with Speedway, who also participated in the event.

Furthermore, we assisted the church in establishing "*The Dreamers Academy*", a program offering virtual classes for local business owners and aspiring entrepreneurs. These classes covered essential topics such as starting a business from the ground up, securing funding, and positioning businesses for city contracts. This initiative has significantly contributed to the sustainability and growth of the community.

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CITY OF FAITH
DREAMERS
ACADEMY

**We are ready to
bring your vision
to life!**



We look forward to working for you just as hard as we do all of our clients. Our goal is to make sure that you have the impact you desire.

Thank You