

GARBO

MANAGEMENT INC.



WHO'S GARBO?

International Marketing & Public Relations firm with 10 years experience on a global scale with local focus, managing high-brands reputation in multiple sectors with method and flexibility, filling the gaps to the public and efficiently channeling their communication.

★ GARBO MANAGEMENT INC.

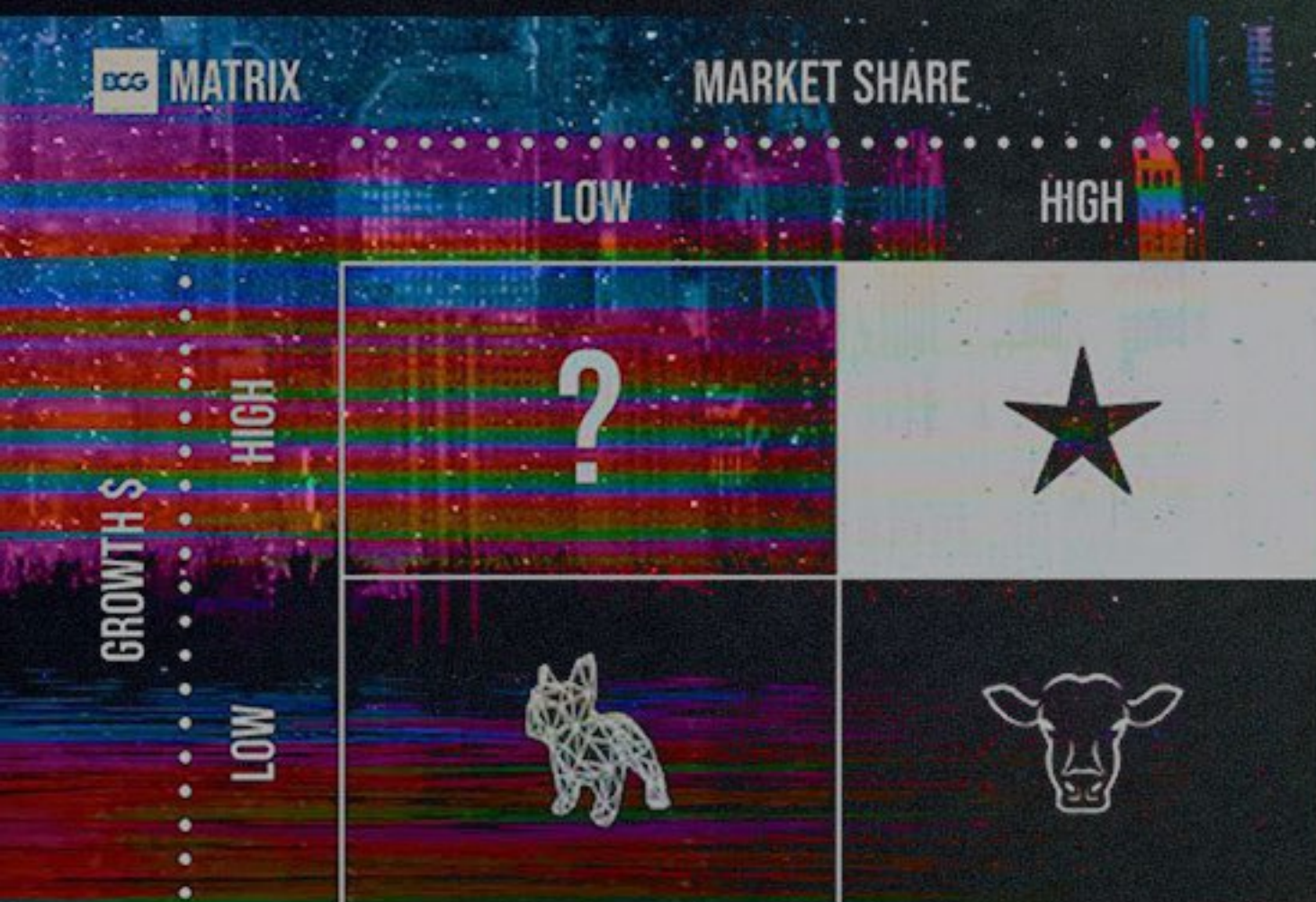
We are a full-service creative agency offering **strategy, design and production** across all platforms in an omnichannel global vision. We are the key partner to **boost an existing business or start a new one.**

We offer an integrated marketing strategy called **BRAND ★ TRACTION**®

Thanks to our constellation of services and we ensure your brand is placed as a Star on the market (BCG matrix) using one or more of our tractions to optimize your market share and growth.

We are also specialized in **PUBLIC RELATIONS** and **INFORMATION INTELLIGENCE**, so we created two specific departments to assist our clients.

Based in Switzerland, we are the Glocal partner for IR/PR in Europe, USA, Emirates with direct cooperations across many Countries.





BRAND ★ TRACTION[®]

Impact your brand

Original method created by
Eng, Rossella Gargano, CEO of Garbo Management INC.

★ Digital Marketing Intelligence

★ Social Media Strategy

★ PR & Events

★ Production & Castings

★ Communication

GARBO's MAIN

5 Marketing Traction

Digital Marketing Intelligence

**FUNNEL MARKETING
CAMPAIGNS
WEB REPUTATION
E-COMMERCE
DIGITAL LANDING**

Communication

**PRESS
GRAPHIC
BRAND JOURNALISM
EDITORIALS
BLOG/JOURNAL MAGAZINE**

Social Media Strategy

**CONTROL
PLAN
INFLUENCER MANAGEMENT
TARGET
ADV**

PR & Events

**PRESS DAY
CONCEPTING
NETWORKING
EVENT DIRECTION
MODELS**

Production & Castings

**CREATIVITY
CONTENT
ART DIRECTION
SHOOTING
EXPOSURE**

Digital Intelligence

★ FUNNEL MARKETING

It describes your customer's journey with you. From the initial stages when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond. By evaluating your funnels, you can potentially drive greater sales, more loyalty and stronger brand awareness.

★ DIGITAL LEADING

Digital management is a key-activity for your brand launch on the market. In order to satisfy your marketing plan you need to exploit every online possibility for that plan, person, content and their interactions. A brand needs a digital coordination or a Digital Director, someone who tell you what is the better digital strategy in advance.

★ CAMPAIGNS

You need online Advertising to sell your product in today's market, full of competitors. We will make the strategy for you, guiding to choose the best marketing transactions and the best budget to be relevant on one or another market. We offer an omnichannel view and make the plans for each channel.

★ E-COMMERCE

E-commerce marketing and digital marketing are not mutually exclusive. E-commerce websites can use all of the above digital channels to promote a product and grow their business.

★ WEB REPUTATION

It is the first step towards ensuring the internet world sees a positive image of you and your activities.

\ Special
Division

INFORMATION
INTELLIGENCE
OFFICE

*Your External
Partner for Cyber
Protection*

DUE DILIGENCE
ASSURANCE
FUNCTIONAL REQUIREMENTS
SECURITY REQUIREMENT
CHECK POINTS

Penetration test, Security architecture,
Cloud backup/emergency, Incident
rules, Security team/supervisor

BRAND ★ TRACTION

★ GARBO MANAGEMENT INC.

Social Media Strategy

★ PLAN

We provide an editorial plan for your Social Media channels and execute them or verify execution. We advise the company about the best Social Media strategy in order to achieve their goals, always insuring an innovative approach.

★ TARGET

Your target is our target. Let's fix it together and find your customers in Social Media space thanks to the right content and Advertising.

★ CONTROL

We periodically monitor if and how you grow on the market.

★ INFLUENCER MANAGEMENT

Well, it's a choice. When you have a specific target you can reach your clients faster.

★ ADV

Funnel marketing will define your ADV to meet your client on Social Media.

BRAND ★ TRACTION

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Production & Casting

★ CONTENT

Production relies on several aspects. Content is definitely a key as it does not just help you to build trust and connect with your target audience, but also acts as fuel for your other marketing techniques.

★ ART DIRECTION

Our creative directors have been labeled with the “x factor” recognition by a wide clientele that was led to success through different activations. Versatility and accountability of our art direction has consistently proven to be key in goal meeting.

★ CREATIVITY

It's our innate bread & butter. It reflects the interpretation of your client's needs, in a vision that is appealing, engaging and catalyzing.

★ SHOOTING

Both static (photography) and dynamic (videography) shoots are a common activity nowadays. Yet the mark left through a shoot that is masterfully conceived, directed, styled and coordinated is a unique tool with an immense potential.

★ EXPOSURE

Everything related to a production today is precious. Including behind the scene takes, which first and foremost offer a catalyzing activity for social media. From that moment, to the moment of “publication” or LIVE time of a production, the opportunities to gain exposure grow constantly.

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Communication & Pr

★ EDITORIALS

High profile editorials are definitely key to success. A stage for enhanced work on brand identity and on placement of a brand on the valuable entertainment and/or fashion scenes.

★ PRESS

The dialog among media professionals and their interaction with industry players [executives, brand owners, marketing managers, sales director] is one of the top 3 actions to focus on when it comes to building brand identity and success on the market. Hence a key communication person is fundamental in every solid enterprise.

★ BLOG/JOURNAL MAGAZINE

In today's hectic, fast paced, fast consuming society, moments of break to recharge are indispensable. The intimate and familiar approach offered by a journal/magazine activity has the potential to drive loyal followers.

★ GRAPHIC

Graphic has never been so fundamental for any serious and reliable enterprise. From conceptualizing visuals to transforming pre-existent materials, a high profile graphic approach is able to generate a highly impacting sense of trust and reliability.

★ BRAND JOURNALISM

Editors! Never as today good writing about daily events, critical facts, and the little common things that build an enterprise, has the potential to grow brand identity with a strong result. Press releases, media advisories, articles, copy and visuals perfectly crafted into a journalistic piece make a big difference for high profile marketing actions.

BRAND ★ TRACTION

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Pr & Events

★ PRESS DAY

WE PERIODICALLY MONITOR IF AND HOW YOU GROW ON THE MARKET.

★ CONCEPTING

WE CAN BE YOUR TEAM! YOU JUST NEED TO RELAX WHILE CREATING NEW CONNECTIONS.

★ NETWORKING

WE INVOLVE PEOPLE IN-TARGET WITH YOUR BRAND AND LET THEM JOIN YOUR "TABLE", YOUR MEETINGS, YOUR CONCEPT, YOUR EVENT.

★ EVENT DIRECTION

AN EVENT IS A CONCEPT. WE WILL FIND SOMETHING UNIQUE TO MEET YOUR NEEDS AND YOU WILL BE REMEMBERED FOREVER.

★ MODELS

CHOOSING THE RIGHT FACES IS ONE OF THE FIRST STEPS TO GIVE YOUR BRAND THE RIGHT IMAGE IN ORDER TO SATISFY YOUR MARKETING AND ART DIRECTION REQUIREMENTS. WE HAVE ON BOARD A RELEVANT NUMBER OF MODELS /INFLUENCERS/ PERFORMERS AND WE COOPERATE WITH THE MAJOR AGENCIES WORLDWIDE.

BRAND ★ TRACTION

★ GARBO MANAGEMENT INC.



GARBO

CORPORATE
PRIVATE OFFICE

Your Glocal Division for Investor & Public Relations

IR

We provide investors with an accurate account of company affairs to help private and institutional investors make informed decisions on whether to invest in the company.

We work tightly integrated with a company's accounting department, legal department, and executive management team.

We are a glocal partner and depending on Countries, we are aware of changing regulatory requirements and advise the company on what can and cannot be done from a PR perspective.

Our experience in IR\PR, Communication and the deep knowledge and direct relationship with our Communities made us found what we call a **Corporate \ Private Office** and create a specific **DIVISION** to **support** our private and corporate clients to reach their goals and **fill the gaps** in some geographic areas and properly **channel** their communication through media, digital and direct pr.

PR

Public relations is the set of techniques and strategies related to managing how **information about an individual or company is disseminated to the public, and especially the media**. Its primary goals are to **disseminate important company news or events, maintain a brand image, and put a positive spin** on negative events to minimize their fallout. PR occur in the form of a **company press release, news conference, interviews with journalists, social media posting, or other venues**.

Every individual or entity operating in the public eye faces the spread of information about them or their practices to the public. While public relations is an industry unto itself, any attempt to portray oneself in a certain way to others can be considered a form of public relations.

**CORPORATE \
PRIVATE
TERRITORIAL
“LOBBY”
IR \ PR**

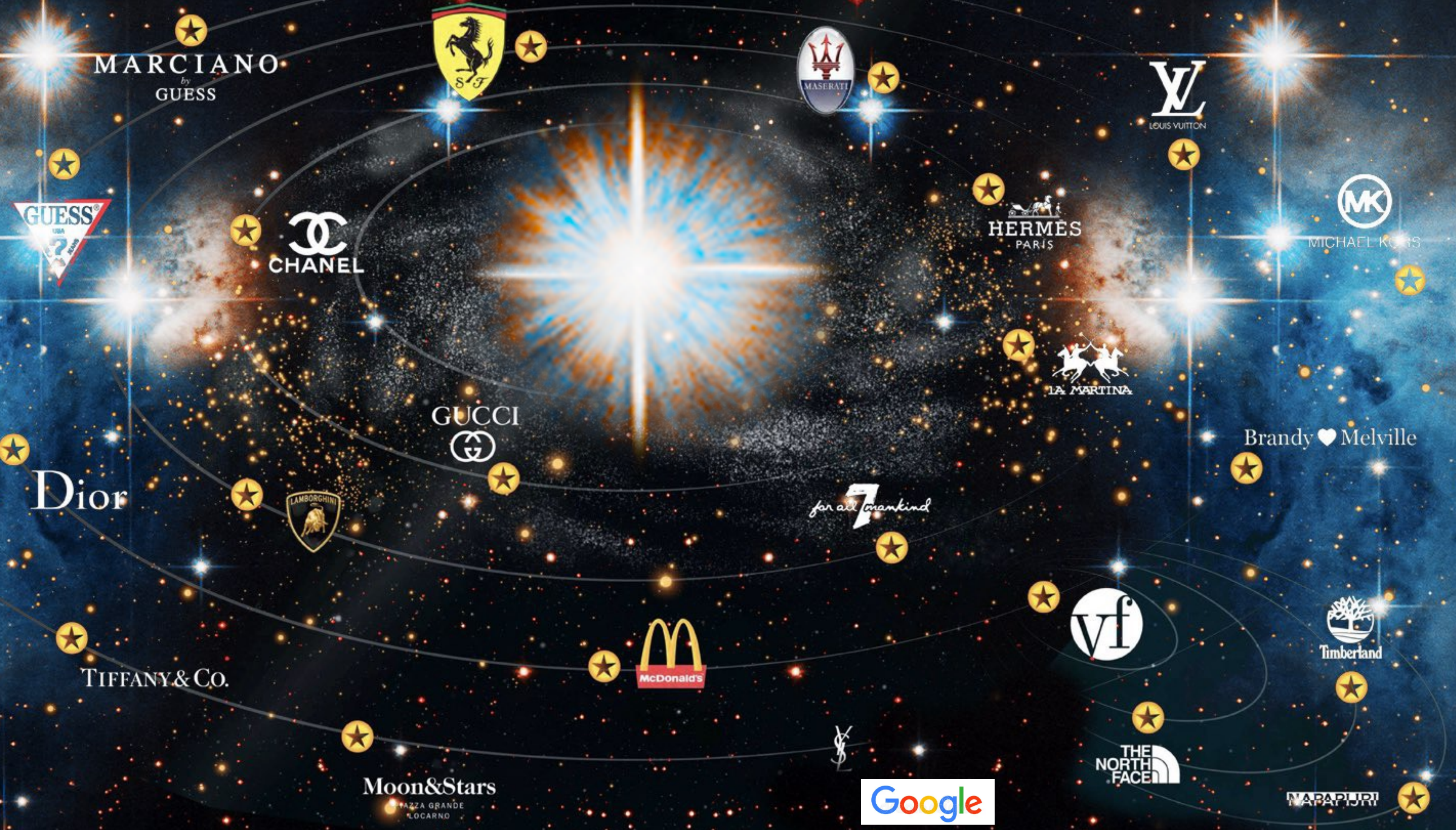
CUSTOM STRATEGY

BRAND DIVERSIFICATION in product, organizations, Institutions and events
REPUTATION check and positioning
POSITIVE coverage \ also protecting when “negatives” come
MEDIA & PRESS coverage and execution (also Social Media exposure when required)
PREVENTION on reputation gaps
DEAL MAKING & CLUB DEAL matchings
INCLUSIVE & SYSTEMATIC way to execute and achieve goals
BENEFITS \ GAPS reports

- Public relations refers to managing how others see and feel about a person, brand, or company.
- PR for corporations, notably publicly traded companies, focuses on maintaining a positive corporate image while handling media requests and shareholder inquiries.
- PR is especially important to defray public or investor outcry following negative news announcements.
- PR is different from advertising or marketing as it's often meant to look organic and may not necessarily try to promote a product or service.
- Public relations can be used to mitigate negative events, though history has shown PR may cause problems to become worse.

GARBO Track Record

servicenow



D&G
DOLCE & GABBANA



SwissLife

GARBO Track Record

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Your Glocal Division for Investor & Public Relations



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\MPACT YOUR BRAND

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