



Tower Beverage has partnered with Big Machine Agency (BMA) a public relations company that has excelled on both national and international fronts by combining the publicity efforts of their New York and London based staff. This gives the *Tower Beverage brand* an advantage in achieving international exposure and securing significant bookings and placements for products in the media worldwide on behalf of our DSD Distributor network. They back their street promotions with national and regional press, online PR, digital marketing, and social business networking. BMA is excited with the work DSD Distributors is doing to push and gain exposure for the hottest new beverage brand since Snapple. BMA has worked diverse brands over the years including other beverages where they constantly seek coverage for the products – both mainstream as well as the more unique and niche outlets – and continually develop the story about the sales and products the client offers, making clear *Tower Beverage* is an innovative and fresh concept, here to stay. They continue to cultivate the *Tower Beverage* National DSD Distributor network by attracting consumers, maximizing exposure whilst continuing to grow, support and promote the products they offer.

The focus is to parlay all current assets and experience into solid grass-roots campaigns on the national level that will allow the masses to discover *Tower Beverage* product lines within the 24 major media markets throughout the USA – and providing ways for consumers to share it with their friends. A dedicated digital media and marketing staff develops all facets of the products and presents it to the public in an organized, deliberate and targeted campaign. Big Machine Agency works with a team of international, national and regional publicists (where applicable) to back the products DSD sells and promotes. Being aggressive in the pursuit of online, print, radio network and TV press opportunities, constant communication is an integral component to any wholesale distribution campaign; Big Machine Agency, as a rule, conducts campaigns with the professionalism, befitting *Tower Beverage* of high stature. All requests warrant immediate responses and or interviews (in-person, phone, e-mail) and are prioritized and relayed to *Tower Beverage* so that everyone involved stays completely organized and informative as possible.

Big Machine Agency prides itself on thinking outside the box - they are careful never to limit the customers and consumers. Big Machine Agency will always pitch any sensible collaboration that come across their desks and will strive to promote far beyond the realm of straight press. Big Machine Agency takes the time to get to know our customers and consumers, thus discovering special interests, interesting anecdotes and otherwise unrelated aspects of a product launch. Big Machine Agency parlays this often-unrelated information into press opportunities, which hits an entire otherwise untapped market. Big Machine Agency's strength lies with its staff which emphasizes *Tower Beverage* stories and brings the best 'face' to the widest possible audience to the brand in which we are promoting. The thorough and innovative campaigns and tenacious drive of their publicists helps our products achieve new levels of success. Big Machine Agency's goal with *Tower Beverage* is to always craft a unique, highly customized approach: One that compliments and supports the market share, positioning and strength of our DSD Distributor network. Big Machine Agency then casts a wide net, reaching out to the broadest possible range of media – magazines, newspapers, syndicated radio, television and internet – to ensure that *Tower Beverage's* products and services are viewed with favor within the major media markets.

At Big Machine Agency the employees all have slightly different backgrounds and bring to their work very different points-of-view. The qualities they all share are creativity and persistence. When they team up on a project there is nobody that can do a better job. Over the years each of them has made many contacts in the media and has strong relationships in many different types of media that are combined for successful marketing campaigns.

They have found that identifying target audiences is mainly a matter of listening to consumer talk. Business social media has also provided an excellent forum for *Tower Beverage* to discover who is looking for our 'products and services' and why they are seeking them out. When we know who our audience is and what would motivate them, Big Machine Agency builds multimedia campaigns designed to play upon their desires and activate them.



Over the history of Big Machine Agency and of each of their employees, they have had deep, meaningful interaction with press of all kinds (print, tv, online, radio network, etc) and at all levels (a, b and c-level media). They have already built up clients from unknown status to international superstar status. One of the main secrets of their success understanding 'the other side,' meaning Big Machine Agency looks at the plight of the current journalist (minimal staffing, barrage of publicist inquiries, etc). Big Machine Agency aims to make the journalist's job easier by creating *Tower Beverage* materials that can be used as stories and sending everything a journalist needs to run a story up front, so they don't need to chase for it. Coming up with story angles is another specialty of Big Machine Agency— merely asking a journalist to cover a product and or promotion is not enough these days to be a success. Big Machine Agency is a success due to their thorough preparation and consideration of the journalist's circumstances. Big Machine Agency believes in communication, strategy, and partnership throughout the campaign. They are a PROACTIVE firm, NOT a reactive one. They are as passionate at what they do and are big fans of *Tower Beverage's products*.

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