

CAMPBELL CREATIVE

Imagery Worth Crossing an Ocean.

Done-for-you, Five-Star, White-Glove Production,
Creative Direction, and Celebrity Digital Architecture for
NEXT LEVEL Campaigns. Riviera, Dubai, Tokyo —
wherever your story lives.

INVESTOR BRIEFING

YOUR JOURNEY AWAITS

Imagery worth crossing an ocean.

Done-for-you, five-star, white-glove production, creative direction and celebrity digital architecture for NEXT LEVEL campaigns. Riviera, Dubai, Tokyo — wherever your story lives.

Helmed by Hollywood's best, for Hollywood's best. Five-star, white-glove, done-for-you creative and celebrity digital architecture on VIP-concierged on-location shoots — for only the top creators and brands.

Will you take the journey?

SETTING THE STAGE

Why Our House, Why Now?

The Business of Brand rewards creators and companies that own a distinct visual world, a complete rights strategy, and the digital infrastructure to keep every campaign working.

THE CREATOR ECONOMY

\$313B+

Creator economy today
200M+ creators worldwide

\$480B

Projected by 2027
And \$1 trillion+ beyond it

THE BUSINESS OF BRAND

~90%

Buy only from brands they trust
Many seen purely through the creator lens

50%+

Of first impression is visual
Before a word is read

70%

Of companies credit consistent branding
For up to 20% of revenue growth

80%

Of brand recognition
Comes from your signature color

Sources: Uscreen.tv, Inbeat.agency, The Economic Times, Design Rush, Capital One Shopping, Dash.app

THE THESIS

Why this house, why now

01

Access and the highest level of content is the product

The most elite, VIP access and experience of top Hollywood-grade production sits behind agency gatekeeping. Campbell Creative gives you the keys to the fully loaded, best-of production — not the day rate.

02

Creators became brands

Talent is the brand now — and they need the same quality of imagery, rights and infrastructure that a top atelier does.

03

Assets alone expire, the moment is forever.

Our bespoke shoot is a once-in-a-lifetime moment that captures the ESSENCE of the creator or brand.

04

Your exclusive AI-powered back-end studio

This is no traditional back-end or expired links. No more hunting for the file link, tracking down project details in an email, or using a separate platform to see how your brand is performing. The Campbell Creative AI system feeds all of this into your personalized studio portal — from contract signing to shoot assets, project movement and SEO performance. It's way more than a shoot. It's your entire brand lifecycle footprint at your fingertips — for life.

WHAT WE SELL

What We Sell

PRODUCTION

White-glove, VIP-concierge shoots

Celebrity Photography and Videography, First-Class Travel, Five-Star Accommodations, Private Chef, Sprinter / Black Car transport. From Los Angeles to the Riviera, or wherever your vision takes you. You tell us, we do the work for you. You just show up ready for your close up.

RIGHTS & LICENSING

Where the margin lives

Editorial, digital, OOH, merchandise, broadcast, books, website and social. Buyouts priced per specification at booking.

DIGITAL & AI

The layer that recurs

Sites built to spec, brand voice engines, asset intelligence, content engines, on-site voice agents and monthly operations retainers that work even when you're sleeping.



THE TEAM · NEO

Alyson Campbell

CEO & FOUNDER, EXECUTIVE CREATIVE DIRECTOR — CAMPBELL CREATIVE, A DIVISION OF HEART & SOUL PR

Alyson Campbell is an award-winning public relations, marketing and advertising executive with 20 years of experience working with notable brands including Disney, TikTok, Erewhon, A&E/Lifetime ("American Beauty Star," "Intervention"), GenArt, British Airways, Rio Tinto Diamonds, Hewlett-Packard, Harley Pasternak / Salton and Beachbody. She has received numerous accolades for her work, including PR Week's "Innovation of the Year," a SABRE Award for "PR Agency Initiative," and Ragan's PR Daily Nonprofit PR Award. She regularly appears as an invited podcast guest on PR, marketing and AI, and has been featured in The New York Times, InStyle, UPROXX and more.



THE TEAM · THE ORACLE

Dimitry Loiseau

CREATIVE EXECUTIVE & VISUAL DIRECTOR

Dimitry Loiseau has emerged as a distinguished figure in professional photography, acclaimed for capturing the essence of his subjects with a rare blend of creativity and technical expertise. His portfolio spans celebrities, personalities and prestigious titles including Harper's Bazaar, Vanity Fair, Cosmopolitan, L'Officiel, Glamour, ELLE, People Magazine and the NY Post. His brand collaborations include international hospitality names such as Turkish Airlines, Hilton Hotel and Kempinski. Dimitry currently serves as Creative Director & Chief Editor for REGARD Magazine, a celebrity fashion and lifestyle digital publication, and as Director of REGARD Style House, a fashion PR showroom based in Los Angeles.



THE TEAM · MORPHEUS

Carlos "LOS" Musquez

CREATIVE DIRECTOR & FOUNDER, OLD SCHOOL COLLECTIVE

Carlos "LOS" Musquez is an award-winning creative director and founder of Old School Collective, his own creative design shop built to bend the rules. His production services range across film and TV production, social content creation, directing and photography, post-production, audio mix and sound design, motion graphics and VFX, along with activations and installations. He is a recipient of Ad Age's "A-List & Creativity Awards," The Telly Awards, American Advertising Awards, The ONE Show, New York Festivals, Communication Arts, CLIO Awards, HERMES Creative Awards and Effie Awards.



THE TEAM · TANK

Reginald Braziel

FOUNDER, HIGHRISE ELITE MARKETING — AI & SYSTEMS

Reginald Braziel is the founder of HighRise Elite Marketing, on a mission to give businesses practical technology without unnecessary complexity. His work centers on connecting operational platforms — lead intake, CRM, scheduling, estimates, documentation and reporting. ControlPanel Pro, HighRise Elite's operations platform, shapes how every engagement runs: assess the operation first, write the roadmap, then build only what the operation needs. He is also the founder of AI With Reggie, documenting his AI-certification journey and explaining emerging technologies through real-world systems.



THE TEAM · THE ACTIVATOR

Jeff Jefferies

EXECUTIVE DIRECTOR, BRAND & PRODUCT EXPERIENCES &
ACTIVATIONS — JEFFERIES MEDIA GROUP

Jeff Jefferies is a leading product and brand activations specialist who has worked alongside powerhouse brands including Monster Energy, Quaker, Mentos, H&R Block, Carolina Rice and Charlie's Beer. As owner of Jefferies Media Group, a full-scale media agency, he leads non-traditional mobile marketing, food and beverage sampling with top retailers, a live Jump Out Crew and multiple radio shows, including The Joy of Hip-Hop and The Joy of Jazz. A retired disabled Marine, Jeff is also Executive Director of Services and Assistance for Veterans with Emergencies (S.A.V.E.), combining military-honed leadership with expertise in media and community advocacy.



THE TEAM · THE CONNECTOR

Aurien Jefferies

EXECUTIVE CO-DIRECTOR, BRAND & PRODUCT EXPERIENCES AND
ACTIVATIONS — JEFFERIES MEDIA GROUP

Aurien Jefferies is a leading product and brand activations specialist and Co-Owner of Jefferies Media Group, where she leads million-dollar campaigns across food and beverage, automotive and lifestyle for brands including Monster Energy, Nissan, H&R Block, Quaker and Mentos. A former media executive and Digital Content Producer for NBC News, she is also a retired disabled Navy journalist-turned Navy Police officer. As Director at Services and Assistance for Veterans with Emergencies (S.A.V.E.), Aurien leads community engagement, advocacy and strategic communications. She holds a Master's degree in Law and is a bilingual licensed teacher.

THE HIGHEST STANDARD OF TASTE FOR THE ELITE.

A Day in Your Life



For the talent whose face is the brand

House Money

\$25K+

Enjoying some new perks.

- ✓ Counsel, Oversight, Project Management, and Execution pre and on location, One-Day (8 hours)
- ✓ Exclusive Celebrity Photographer & Videographer on location, One-Day (8-hour) Editorial Shoot with Selects and Video Footage*
- ✓ Glam & Styling Service on location, One-Day (8 hours)
- ✓ Local L.A. or Greater L.A. area Location* — VIP Transport & Pick-Up (Round-Trip Sprinter pick-up to and from location)
- ✓ Creative Director Advisory Capacity on location, One-Day (8 hours) + 1 advance pre-brief with shot list
- ✓ Website design and AI-built to spec (as needed)

Full Spread

\$48,000

Give me the platter.

- ✓ Counsel, Oversight, Project Management, and Execution pre and on location, Two-Days (16 hours)
- ✓ Exclusive Celebrity Photographer & Videographer on location, Two-Day Editorial Shoot (16 hours) with Selects, Video Footage and a Drone Operator*
- ✓ Glam & Styling Service on location, Two-Days (16 hours)
- ✓ VIP, concierged location of your choice (National or International)
- ✓ Creative Director Advisory Capacity on location + up to 3 pre-briefs with shot lists
- ✓ Shoot Location selection of your choice, Round-Trip First-Class Airfare from your location, VIP Sprinter / Black Car Service (depending on location selected) pick-up/transport (round trip to/from location), Five-Star Hotel Accommodation, full catering, private chef

+ 5 MORE INCLUSIONS

Top Shelf

From \$150,000

"I want it all. I get it all."

- ✓ Counsel, Oversight, Project Management, and Execution for pre and up to 3-days* on location, 24 hours*
- ✓ Exclusive Celebrity Photographer & Videographer on location, up to 3-days, 24 hours* with Editorial Shoot, Selects, Video Footage and Editing, and Drone Operator
- ✓ Glam & Styling Service on location, up to 3-Days, 24 hours*
- ✓ VIP, concierged location of your choice (national or international)
- ✓ Full Creative Direction on-site for all shoot days, pre and on location with shot lists up to 3-days, 24 hours*
- ✓ Management of all rounds of creative output, from start to finish, including all Photography and Video Editing, Full Buyout Option*, Selects, Video Footage, and Drone Operator

+ 10 MORE INCLUSIONS

For houses that expect the room to go quiet

House Money

\$30K+

Enjoying some new perks.

- ✓ Brand Alignment & Creative Strategy
- ✓ Counsel, Oversight, Project Management, and Execution pre and on location, One-Day (8 hours)
- ✓ Exclusive Celebrity Photographer & Videographer on location, One-Day (8-hour) Editorial Shoot with Selects and Video Footage*
- ✓ Glam & Styling Service on location, One-Day (8 hours)
- ✓ Local L.A. or Greater L.A. area Location* — VIP Transport & Pick-Up (Round-Trip Sprinter pick-up to and from location)
- ✓ Creative Director Advisory Capacity on location, One-Day (8 hours) + 1 advance pre-brief with shot list

+ 1 MORE INCLUSIONS

Full Spread

\$65,000

Give me the platter.

- ✓ Brand Alignment & Creative Strategy
- ✓ Counsel, Oversight, Project Management, and Execution pre and on location, Two-Days (16 hours)
- ✓ Exclusive Celebrity Photographer & Videographer on location, Two-Day Editorial Shoot (16 hours) with Selects, Video Footage and a Drone Operator*
- ✓ Glam & Styling Service on location, Two-Days (16 hours)
- ✓ VIP, concierged location of your choice (National or International)
- ✓ Creative Director Advisory Capacity on location + up to 3 pre-briefs with shot lists

+ 6 MORE INCLUSIONS

Top Shelf

From \$220,000

"I want it all. I get it all."

- ✓ Brand Alignment & Creative Strategy
- ✓ Counsel, Oversight, Project Management, and Execution for pre and up to 3-days* on location, 24 hours*
- ✓ Exclusive Celebrity Photographer & Videographer on location, up to 3-days, 24 hours* with Editorial Shoot, Selects, Video Footage and Editing, and Drone Operator
- ✓ Glam & Styling Service on location, up to 3-Days, 24 hours*
- ✓ VIP, concierged location of your choice (national or international)
- ✓ Full Creative Direction on-site for all shoot days, pre and on location with shot lists up to 3-days, 24 hours*

+ 11 MORE INCLUSIONS

Full buyouts and usage rights priced per specification at booking.

THE AI & WEB LAYER

Every shoot ships with a system attached

Brand voice engine

Trained once. Every caption, email and page sounds like them.

Content engine

One shoot becomes ninety days of scheduled content.

Inbound deal desk

Reads brand offers, prices them, drafts the reply.

Asset intelligence

Every frame tagged, captioned and cropped per platform.

On-site voice agent

Answers, qualifies and books — out loud, around the clock.

Operations retainer

We run the engine monthly. Creative, calendar, reporting.

THE MOAT

Why it compounds

O1

The shoot is the wedge

Shot on-location wherever you want with all five-star, white-gloved, concierged, done-for-you shoots from wheels up to touchdown. We do all the work; you just show up and enjoy your moment.

O2

The roster is the flywheel

Creators bring the brands. Brands book the creators. Both book the same crew.

THE BUSINESS MODEL

One engagement, once-in-a-lifetime content.

Production Fees

ONE-TIME, PER ENGAGEMENT

\$25K – \$220K+

Rights & buyouts

PRICED PER USAGE SPECIFICATION

\$3.5K – \$45K

Digital & AI retainers

MONTHLY, COMPOUNDING

\$2.5K – \$12K / mo

Revenue mix scales with package selection, rights specifications, and ongoing digital operations.

READY TO JOURNEY?

We're ready for your wheels up.

Alyson Campbell

CEO & FOUNDER — CAMPBELL CREATIVE

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