



Hard Beat Communications

Award-winning, multi-cultural PR & AD Agency specializing in the Caribbean and the African American markets.



BRAND MARKETING

**AD BUYS & CULTURALLY
SENSITIVE CREATIVES**

MEETINGS & CONFERENCES

**GLOBAL PR WIRE
DISTRIBUTION
& CONTENT CREATIVES**

**WEBSITE AND APP
DEVELOPMENT**

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@HardBeatComms





Hard Beat Communications, Inc. (HBC), is an award-winning, New York-based, PR & Advertising agency specializing in the Caribbean and African American marketplace and a partner of the PR Newswire, a Cision plc company. Combining media relations, community relations and outreach, market promotions, strategic alliance development, political campaign management, direct marketing, executive media tours and event production and digital media creatives, we produce campaigns that exceed clients expectations.

- Hard Beat delivers PR and advertising campaign analysis, conceptualization and execution for countries, PR and news distribution globally, event planning and outreach, marketing campaigns, ad buys, high quality mobile apps, websites and touch-screen interfaces for kiosks, point of sales, website, design, testing, launching and hosting.
- Our global diverse team ranges from Caribbean nationals to Americans, Hispanics and Asians with over 100 years of combined experience in PR and advertising campaign management and promotion as well as working with clients to deliver complete user interactions and developing complex technical solutions (apps, kiosks and websites).

- Hard Beat owns the brands - CaribPR Wire, News Americas Now and Invest Caribbean Now.

CaribPR Wire (caribprwire.com) is the only PR Wire of the Caribbean and part of the PR Newswire – a Cision company, allowing for press release distribution and Edgar Filings across the Caribbean, its Diaspora and anywhere in the world.

News Americas Now (newsamericasnow.com) is the daily Caribbean Diaspora & Latin America news wire and is syndicated across 20 plus websites. It's goal is media dominance of the Caribbean and its Diaspora.

Invest Caribbean Now (investcaribbeannow.com) is the definitive private sector investment agency of the Caribbean.

- HBC Founded: 2004
- Ownership: Privately-owned
- HBC Clients have included: Nasdaq Wire, Digicel, LIME, Courts Caribbean, Monty Alexander, Jamaica Jazz & Blues, Reggae Sumfest, Dwayne Bravo, Usain Bolt, HBO Latin America, Sagcor, Dish Network, US Census 2010, Health First, GTech, Eastman Industries of India, Sino-American Friendship Association, More Magic Solutions, Paramount Communications, Team Unity political party – St. Kitts, The Saint Martin Tourist Board.
- Awards: 2009-2015 Small Business Commerce Association Award for excellence in marketing consultancy; the Digital Screenmedia Associations Best Travel & Hospitality Deployment For Interactive Self-service Kiosk and The Digital Signage Expo Gold Apex Award for Interactive Self-Services Solutions.

About Hard Beat



American Chinese Commerce
Development Association



OUR WORK

EVENTS/CHINA TRADE MISSION

U.S. State Department At Invest Caribbean Now 2013

Investcaribbeannow.com



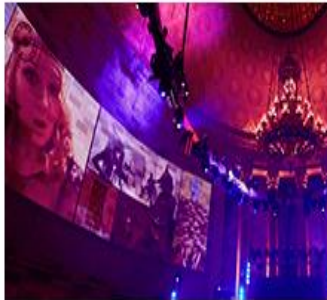
One Caribbean Television At Invest Caribbean Now



Recent Work



Bank of America
Flex AS3, Interaction



MTV Music Experiment
.Net Dev, Visual Design



Samsung
Android Dev



Nestlé Powerbar
.Net Dev



Infiniti
iOS Dev, Visual Design



Ceramics of Italy
iOS Dev



In-Cab Entertainment
Android Dev



Traffic Audit Bureau
Creative Direction, Visual Design



Maclaren
iOS Dev



Callaway Gardens Mobile
Web Dev



Cricket
Interaction, Web Dev



World Bank Group
Visual Design, Web Dev



What Clients Say About Us

"Sagikor has worked with Hard Beat upon our entry into the United State. Hard Beat completed a series of ad bookings for us in the South Florida marketplace and not only did they focus on booking our ads. but they were there with us at every level; doing PR, preparing us with talking points for interviews, and even filling in for us on interviews when we were unable to. Additionally, not only did Hard Beat book radio interviews for us, but the company negotiated pro bono interviews with the stations and that went a long way in boosting the value of our ad dollars spent. Hard Beat truly is a partner for us in the United States." - Anabel Thomas, VP Marketing and Corporate Communications, Sagikor

"Hard Beat's Invest Caribbean Now conference has, quite rightly, become a highly anticipated event for members of the Caribbean's public and private sector, and for investors who are interested in taking advantage of the Caribbean's very friendly investment climate. We extend our congratulations to Hard Beat Communications on another excellent event that helps to positively position the region."- CTO Chairman and Commissioner of Tourism Of The USVI, Beverly Nicholson Doty

"Hard Beat's dedication to providing excellent service to the RTPark allowed us to achieve our goal of bringing our targeted audience of U.S. Government leaders, members of the CARICOM Consular Corps and Caribbean Diaspora, and business leaders up to speed on the UVI RTPark program. The work ethic, attention to detail and willingness to do whatever was necessary to make the event a success was truly inspirational and set the bar high for future RTPark events."- Dr. Gillian Marcelle, Executive Director, UVI Research and Technology Park

"Hard Beat and Invest Caribbean Now provided our island destination with a unique opportunity – one that allowed us access to many of the decision makers in the Chinese outbound market and potential investors who can partner and do business in our expanding business sector. You truly delivered on your promise of a prestigious audience and I believe that through your efforts, many potential investors have become aware of the fact that Saint Martin is open for business." - Hon. Jeanne Rogers-Vanterpool
Commissioner of Tourism and President of the Office of Tourism Saint Martin

"Becoming the principal sponsor for ICN in 2013 was a natural next step for Avalon. Through our sponsorship we were able to achieve greater brand recognition across the geographic areas within which we work and we expect to continue to partner with ICN's Board on future projects." - Dr. Grace Lappin, Managing Partner of Avalon Partners, Ltd.

"Our company – More Magic Solutions - has been actively working with Hard Beat from since 2008 as we target the ethnic marketplace with culturally sensitive ad creatives and focused media buys. In that time, they have consistently delivered for us and used their excellent knowledge in this market place to help us make the best possible buys and also come up with the most focused creatives at half the cost of the typical agencies." - Carol Meier, Marketing Director, More Magic Solutions.



Background: The University of the Virgin Islands, Research & Technology Park choose Hard Beat as the winner of its full service agency bid.

Hard Beat worked with the UVI RTPark to deliver the following:

Deliverables:

1: Global brand recognition through creation and dissemination of company story monthly via global media releases; creation of a social media platform and client communication that outreached to potential clients beyond the current base that led to client growth.

2: Investment promotional event launch in key cities including NYC to share company story and attract potential clients.

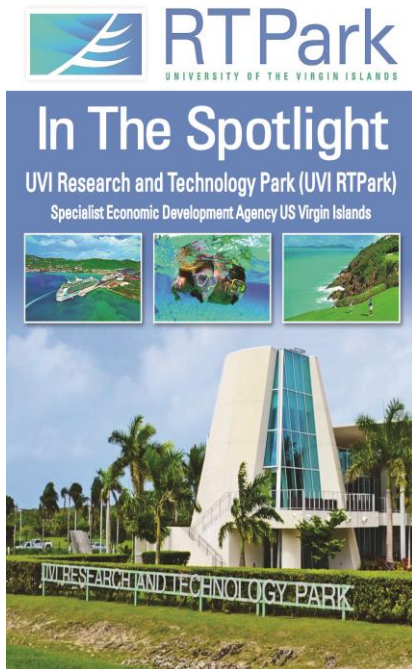
3: Created a whole new brand appeal for company including marketing materials, banners, branded promotional items.

4: Engaged in staff training on the ground with team to ensure global service deliverability.

5: Created new hashtag for company.

6: Served as media spokesperson for Park, creating media statements, press releases and engaging with media.

7: Hard Beat was first on the scene to work with Park after the Sept. hurricane to create a donation website and campaign appeal.





In Action

– Full Service Agency



Background: Hard Beat was approached by the Government of the Collectivity of St. Martin and the St. Martin Tourism Association to help it market its port project to developers.

Hard Beat worked with the government and the association on the project for a year to deliver:

• Top project developers and 100 Chinese tourism officials to St. Martin for the first ever international economic conference.

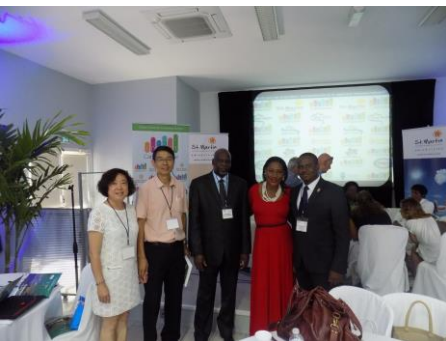
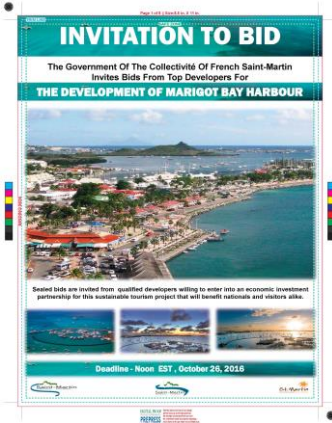
• Scheduled one on one meetings with government officials and int. port developers and a tour of the current harbour.

• Boosted the international profile of the country as an economic investment destination through promotion globally.

• Arranging for the signing of St. Martin as a member of the World Tourism Cities Federation.

• Created and marketed bid advertising globally.
• Global ad buys

• Served as liaison for developers bidding for project and match making financier on project.





Background: The Caribbean Tourism Organization engaged Hard Beat Communications to create and implement a strategy to harness and promote multi-cultural and ancestral tourism for the Caribbean.

The project included: creating an innovative PR and marketing campaign to target travelers in emerging markets.

Deliverables:

- The company was able to roll out a digital marketing strategy that used social network to target African Americans, Caribbean Americans, Asian and Latin American travelers in North America with its Visit Caribbean campaign.
- Created and disseminated press releases around various historical tourism aspects and festivals of the Caribbean region to boost media interest.
- Boosted traffic via marketing campaign on website Hard Beat created specifically for CTO and this theme - OneCaribbeanDiaspora.com.
- Worked with CTO to target travel media and travel agents associations, arranging press trips and travel junkets to boost interest and sale of the Caribbean.
- Helped in the development of key events in NYC and in Toronto to promote Caribbean Week activities that showcased region.



In Action

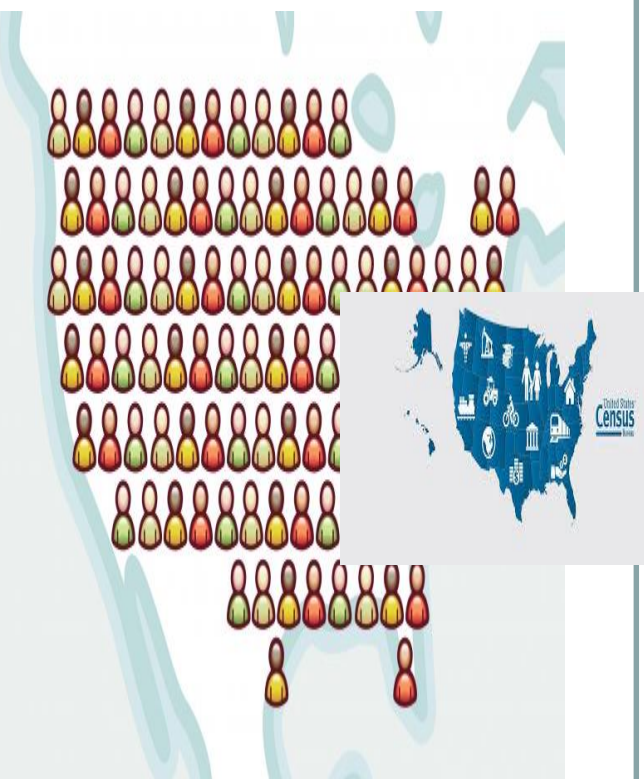
Promotional Items

Background: The U.S. Census and its African American agency hired Hard Beat for ad buys in the Caribbean immigrant community nationwide.

Situation:

The Census sought to reach all independent Caribbean media owners – radio programs, newspapers, TV programs and online outlets to increase response to the last Census.

Results: Hard Beat was able to deliver in a short time frame and at a discount cost with added media value to client.





Background: Barbados Tourism Authority engaged Hard Beat Communications to work on its PR project to promote its food and rum festival, its carnival and music festival in the U.S. and Canada.

The project included: creating and disseminating press releases to target the North American travel media and general audience.

Deliverables:

Hard Beat was able to save the BTA \$\$\$ due to discount dissemination of PR's via its partner, the PR Newswire.

- **HBC Created and disseminated press releases around the rum and food festival and its carnival and jazz fest to boost media interest from the North American travel press.**
- **Boosted traffic and bookings via the BTA's website.**
- **Increased promotion and interest via social network including FB, Hootsuite, LinkedIn and Twitter.**
- **Worked to target travel media and organize press trips to events.**



In Action – Ad Buys

Background: Dish Network sought Hard Beat to market its cricket world cup programming to the West Indian population in the U.S.

Deliverables:

Hard Beat was able to complete a successful cricket world cup ad promotion for Dish Network that targeted:

Popular Caribbean Online websites

Popular Caribbean Television Shows

And Print Media targeting the Indo-Caribbean Population.

Results: Promotion resulted in boost in subscription to Dish for the ICC World Cup though editorial and added value ad spots as well as discounts on all media properties.



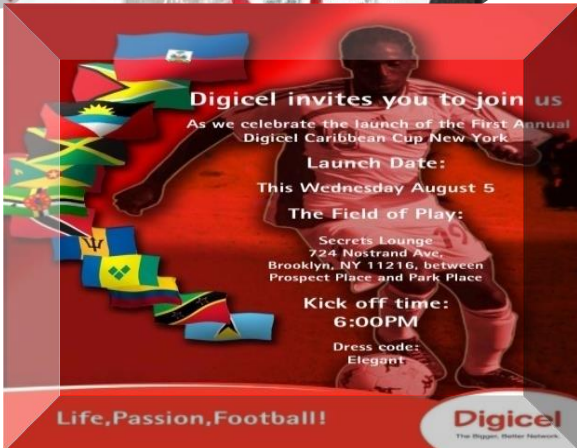


BACK GROUND:

Digicel Caribbean, the Caribbean's largest mobile network, launched its foray into the U.S. market with the sponsorship of a Caribbean Soccer tourney in Brooklyn, NY in the summer of 2009. Hard Beat was brought in to coordinate the entire three months soccer season of promotion including.

Deliverables:

- Advertising added value worth \$50,000 more than \$50,00 spent.
- Weekly branded events that included models and media promotion and significantly increased visibility of company in Brooklyn, NY.
- Coordination of launch event put brand before eyes of media, politicians and top business leaders.





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THAT SATISFIES YOU – AND YOUR CUSTOMERS.
WE DOUBLE-DARE YOU.



OUR CHALLENGE

Sagikor is one of the world's oldest and most experienced insurance companies. Established in 1840, our parent company serves 22 Caribbean countries, with an A.M. Best rating of "A" (Excellent). We've recently entered the U.S. market and are eagerly searching for talented and visionary agents with whom we can establish long-term partnerships for our mutual benefit.



LIFE INSURANCE COMPANY

Wise Financial Thinking for Life

We naturally offer our agent partners innovative lead generation tools, reliable administrative support, online access to client information, comprehensive collateral and product training too. But most importantly we bring a familial spirit to the relationship, because we believe loving the people you work with is as important as loving the products you sell.

To learn more about representing Sagikor in the USA, please contact us at 1-800-406-9900 or visit SagikorLifeUSA.com.

Sagikor Life Insurance Company 4340 N Scottsdale Road, Suite 300 Scottsdale AZ 85251

In Action -

BACKGROUND

Sagikor USA approached **Hard Beat** to help the company target and boost its presence in the **South Florida** market.

- The Company had a brand recognition in the Caribbean but not in U.S. market.

DELIVERABLES

HBC conceptualized and launched an advertising campaign that targeted both mainstream and niche markets with an aggressive print and radio campaign.

- HBC was also able to secure tremendous added value in the form of radio interviews.

- HBC also were able to use a portion of the budget for event promotion, putting the company's brand before the eyes of actual customers in a creative way.

Background: More Magic Solutions, a technology recharge company based in Boston which runs a pre-paid mobile phone Top-Up service that allows for brands globally to market their services internationally through a Send Home Minutes program approached HBC to deliver culturally sensitive creatives; conceptualize a marketing campaign and execute.

DELIVERABLES:

- HBC conceptualized and delivered both traditional, digital and point of sale creatives for the company.
- These included:
 - Multi-lingual POS Posters For Instore Displays.
 - Creation And Conceptualization Of Banner Ads For A Christmas Campaign.
 - Creation Of Brochures.
 - Creation Of Various Ongoing Promotional Materials.
 - Creation Of Post Cards.
 - Revision Of Print Ads Through Translation Into Spanish And Cambodian.
- HBC planned and executed a marketing campaign that included web, radio and print advertising.
- The commercials were targeted to different market segments including Hispanic, Caribbean and Military families.
- Assisting with expanding distribution points in neighborhoods.



KEEP YOUR FAMILY CLOSE WITHOUT BREAKING THE BANK

TOPUP YOUR FRIENDS AND FAMILY TODAY
SEND MINUTES HOME TO MOBILE PHONES
ACROSS THE CARIBBEAN
BRIDGE THE DISTANCE INSTANTLY

WIN! WIN! WIN!
Trinidadian bmobile customers who receive TopUps by January 31, 2009 are eligible for multiple prize drawings!

Fast, Easy & Convenient
• No Card • No PIN • No Worries

And you can TopUp for as low as \$5!

The first call you receive will be a thank you call!

Umobile now LIME

Send them a gift of airline and stay in touch - it's easy as 1-2-3!
ការផ្ញើការប្រគល់ប្រាក់ស្របច្បាប់ និងអាចទាញយកបាន ជំនាញប្រាក់ចេញពីកាត
អាចទាញយកបាន ត្រូវការកាតប្រាក់ប្រគល់ប្រាក់ លេខ 1, 2, 3 គឺមិន។

1. COMPLETE THE GRAY PREPAID SERVICES FORM

2. PRESENT PAYMENT:
Give the Agent cash the gray form and the local amount plus the Airtime will instantly be in the destination. Western Union Service fee. ត្រូវបង់ប្រាក់ប្រគល់ប្រាក់ លេខ 1, 2, 3 គឺមិន។

3. SAVE YOUR RECEIPT:
Give the receipt with the Money Transfer Control Number (MTCN). រក្សាទុកប្រាក់ប្រគល់ប្រាក់ លេខ 1, 2, 3 គឺមិន។

Western Union



Your Sales Contact:

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