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## **INTERACTIVE**

Strategy & Planning  
Interactive Design  
Email Marketing  
Search Engine Optimization  
Search Engine Marketing  
Social Media  
Mobile

### **Who We Are**

#### **Black Digital Media Strategists**

Ashay Media Group is an experiential digital marketing agency with more than a decade of proven success in creating communications that connect and convert for our clients. We fuse promotional, print media, digital services, original content, and events that deliver results. Our purpose is to penetrate all forms of media with an obsession for ideas that form strong long lasting relationships between our clients and their markets.

### **Our Commitment to You**

Results, accountability, relationships. . . all words you've heard before. Ashay doesn't just pay lip-service to them, we live them. Which is why we have a client return rate of over 90%. We're interested in building excellent relationships with our clients that evolve, grow and produce results year after year. We're committed to:

- Building a long-term relationship with you
- Building your company by building a strong brand
- Reaching goals that get results within your budget
- Rapidly responding to your questions and needs
- Creating ideas that increase your bottom line
- Communicating efficiently and effectively with your third-party vendors
- Giving your campaign maximum focus and energy

### **What We Do Best**

We build brands for our clients - pure and simple. We've been doing it for 11 years and our track record proves that we are:

- Skilled enough to deliver successful projects
- Passionate enough to execute winning ideas
- Committed enough to work countless hours over the long term to achieve our client's goals

We will seamlessly integrate our services into a custom communication program with the primary goal of building brand and shaping engaging campaigns that deliver results.

## Services

- Advertising Campaigns
- Creative Consultancy
- Branding and Imaging
- Branded Content Development
- Broadcast Production/Online Commercials
- Production Services
- Information Architecture
- Usability Testing
- Multimedia/Business Presentations/Media Kits - Director, Flash
- Email Campaigns
- Events
- Social Media/Web 2.0 Marketing
- Search Engine Optimization
- Search Engine Marketing
- AdWords Campaign
- SMS Text Mobile Marketing
- Project Management
- Motion Graphics
- Creative Services & Print
- Programming/Database Development
- Interactive Services (Web, CD-ROM, DVD)
- Ecommerce

**branding • advertising • marketing • interactive • content creation • events • mobile**

## Select Client List

- Ogilvy PR Worldwide/IAC/RushmoreDrive
- Radio One, Inc
- TV One
- Sheridan Broadcasting Group/American Urban Radio Networks
- Community Connect, Inc./MiGente
- Bridge Street Development Corporation
- CUNY
- Roxanna Floyd
- fleurs nyc
- Gay Men's Health Crisis (GMHC)
- Don Buchwald and Associates, Inc.
- NYU
- NPD Group
- Digene Corporation
- New York University
- Center For Constitutional Rights
- The Associated Press
- Urban View Realty
- Seriatim
- Adha Zelma
- Nneena Belle Boutique
- Association of Community Employment Programs for the Homeless (A.C.E.)
- Associated Black Charities
- Avocet Travel & Entertainment/COS Media
- Black America Web
- BlakeRadio.com
- Catch-A-Fire.com
- CMP Media, Inc.
- Essence Communications Partners
- Freedom To Marry
- Ifetayo Cultural Arts Facility
- Primary Stages
- Michael McGlone
- Pieces Boutique
- Greenhope Services for Women
- Robin D. Stone
- The National Association of Medical Minority Educators, Inc.
- The Balm In Gilead, Inc.
- Union Square Awards

## Work: Case Study

Client: Radio One, Inc.

### Services Utilized:

- Strategic Planning
- Branding
- Information Architecture
- Interaction Design
- Visual Design
- Custom Application Development
- Web Development
- Interactive Advertising
- Contesting
- Social Networking Campaign

### The Challenge

Re-branding one of the nation's largest radio broadcasting companies is no small task. Ashay was charged with the exciting challenge of upgrading the online image of the largest radio broadcasting company that primarily targets African-American and urban listeners. The goals of the project were to upgrade the visual impact of the company's website and devise a system of managing a rather large body of content on the corporate web site.

### The Process

The strategic planning phase of the project smoothly transitioned to the design phase, where we mapped out and detailed the new site structure, backend database design and functionality of the new web-based content management system. All aspects of the site redesign were carefully evaluated and tested — including global architecture. Once production was complete, Radio One proudly launched its new web presence that included:

- A visually engaging interface design
- A custom-built keyword search
- A custom Content Management that enabled its staff members to manage property profiles, news and announcements, careers and job postings, and maintain its ever-growing list of Radio Stations.

Over the years, Ashay has proudly worked for other Radio One, Inc. owned companies including, TV One and Community Connect.



**A Brand New Venture**

TV One (<http://www.tvoneonline.com/>) was one of our most exciting projects. We took on the opportunity to build an online presence from the ground up for a brand new cable/satellite television network, programming primarily to African American adults, with an almost giddy enthusiasm. The result was stunning and hugely successful.

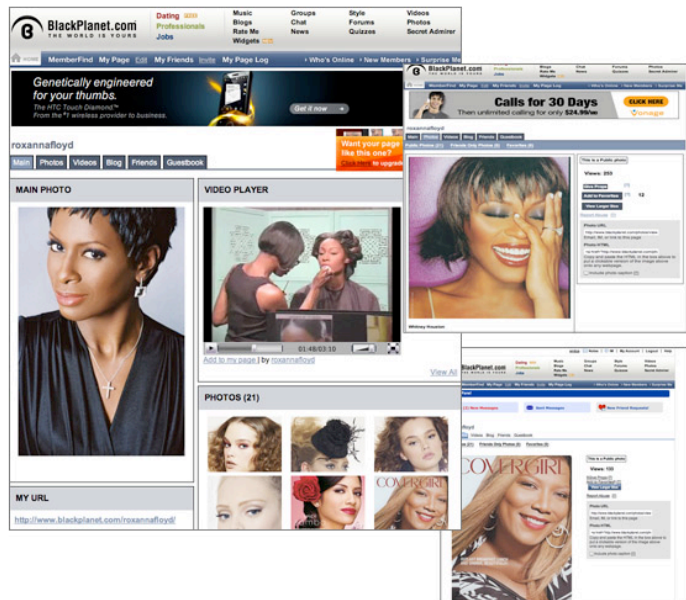
- We designed the website architecture
- Built a custom content management system that enabled its staff members to easily manage its schedule of shows that dynamically displays on the website
- A custom recipe manager to support G. Garvin’s show “Turn up the heat” – an extremely popular cooking show on TV One.
- A module to manage the company’s news and announcements.
- And an extranet to manage the company’s communications with its affiliates.



**Social Media**

Roxanna Floyd, celebrity makeup artist, teamed up with BlackPlanet – a Community Connect property owned by Radio One – for a social media campaign to introduce the creator of the Cover Girl Queen Collection make-up line .

Ashay designed the creative and produced a behind-the-scenes video, "On The Set with Roxanna Floyd." Coupled with an email blast to its members, Roxanna's page generated over 200,000 visits in the first week.



## How the Magic Happens - The Team

A team approach - we will staff your project with experts for each area of the development process. Our team has more than 35 years of collective expertise within the areas of marketing, print, broadcast and interactive media.

### Key Players

#### **Cherise TrahanMiller - Co-founder CEO/Creative Director**

For the past 10 years, Cherise has executed the creative direction for Ashay's adventures and brings unique conceptual thought to visual and motion design. Her responsibilities include directing all creative design, implementing project visual parameters, style guides, motion design conceptualization and storyboarding, art direction, and all design-related elements and visual standards.

As project manager, she has the ultimate responsibility for the outcome of the project, including scheduling, managing resources, line production, and defining the tasks to be accomplished. Cherise has an understanding of, and is conversant, in all areas of the production process, from directing to interface design and programming to usability testing and documentation.

Being multilingual is one of her Cherise's assets; she waves her magic wand and effortlessly facilitates communication among the creative team members translating the client's needs and desires.

Cherise has led the team on successful projects for clients such as Essence Communications Partners, Radio One, NPJ Group, CMP Media, Inc., Freedom To Marry, The Center For Constitution Rights, The Balm In Gilead and TV One.

Cherise earned her Bachelor of Fine Arts from Webster University's Conservatory of Theatre and Dance. She has 11 years of marketing and strategy experience and 15 years as an entertainment professional.

#### **Stephen A. TrahanMiller - Co-founder Executive Producer**

A broadcasting, new media professional, Stephen has played every role from Producer to editor to late-night HTML guru.

Stephen began at an NBC affiliate in the Midwest then moved on to work for HBO, Showtime and the USA Network. Stephen carries an impressive list of credits with more than 15 years of broadcast experience for brands such as: NBC, ABC, CBS, The Discovery Channel, ESPN, Ford, and Seagrams.

As senior producer Stephen's responsibilities include the orchestration of our creative players consisting of project managers, writers, artists, producers, designers, talent and other production team members.

As Ashay's multimedia director, his duties include functioning as liaison for the creative, content and technical teams. He has delivered interactive programs for clients including TV One, Radio One, Sheridan Broadcasting Group, Avocet Travel and CMP Media.

#### **Lisha Mckoy - Co-founder VP Strategy/Technical Director**

Lisha's "triple threat" talents seamlessly navigate the paths between artistry, technology and strategy. With more than 15 years of experience in theatrical production, and custom application development Lisha has lead the Ashay team in developing leading edge solutions for clients such as The Associated Press, The Balm In Gilead, Essence Communications Partners, Catch A Fire.com, Center for Constitutional Rights and TV One.

As technical director/back-end specialist, she is responsible for conceptualizing, storyboarding and developing the back-end architecture for Ashay's custom applications.

A graduate of Webster University's Conservatory of Theatre and Dance Lisha began her career with the Cornell Interactive Theatre Ensemble at Cornell University training companies such as Bayer, Merck, SC Johnson Wax and Lucent Technologies. The experience of combining interactive improvisation, scripted performance and education, compelled Lisha to capitalize on the "new" medium of the Internet to further her goal of bringing new concepts to as wide an audience as possible and delivering creative, culturally sensitive and cutting edge content and entertainment. Her idea was not just to entertain, but to make a significant difference -- to transform.

**Yla Eason Puryear**  
**VP Interactive Marketing**

YLA is an adjunct lecturer at Medgar Evers College and Vice President, Interactive Marketing for Ashay Media Group. She is a member of the Board of Directors for the Science, Engineering and Technical Foundation, which focuses on getting minority youth involved in the sciences. She is a widely recognized and seasoned, corporate business development and marketing manager. Ms. Eason founded and operated, for many years, Olmec Toys, the first company to mass market toys and games aimed at the ethnic market. Ms. Eason received a MBA, Marketing at Harvard Business School, Harvard University, Boston, MA. and a BA in English, Fitchburg State College, Fitchburg, MA. She has earned numerous awards and honors including an honorary Ph.D. from Bloomfield College, in Bloomfield, NJ; The Business Enterprise Trust Award from President Bill Clinton in 1996; a Harvard Business School case study entitled: Yla Eason: Encouraging discussion of shifting demographics; market research; identification of niche markets; and, the obstacles facing entrepreneurs; and the AllState From Whence We Came Award. She was featured in the film series Women Who Dare: Exploring the Entrepreneurial Adventure by Clearwater Films; and was featured in Essence Magazine's: Salute to African Women, They Lift as they Climb issue.