



.....Mudu Multimedia.....

Consultations and Clientele

ADIDAS

- Provided talent for television casting

BOSS BY I.G. DESIGN

- Provided talent and music for Hispanic and urban cable ads

BURRELL COMMUNICATIONS GROUP

Coca Cola USA:

- Produced two **Coca-Cola Classic** radio spots written and performed by **The Vibe Khameleons** and produced at **Vibe Khameleon** studios
- Casting and music production for television and radio **Minute Maid** spots
- Cast poets for a **Sprite** radio spot
- Voiceover for two **Minute Maid** advertisements
- Cast two **LL Cool J** print jobs
- Cast talent for '98 Coca Cola holiday print
- Recruited teen innovators for a Sputnik NYC 4 day immersion with Coca Cola personnel
- Moderated focus groups for **Powerade** print concepts evaluation in Atlanta, GA
- Moderated focus groups for **Coca-Cola** regional youth print concepts in Atlanta, GA

INNOVATIVE ARTISTS TALENT AND LITERARY AGENCY

IANY

- Resource for Actors, Poets and Performance Artists available for booking

J. WALTER THOMPSON

Timberland Boots

- Recruitment for video research
- Resource for African American style leaders to present in Tanqueray pitch

RUSSELL SIMMONS' PRESENTS HBO'S DEF POETRY JAM

HBO series

- Talent Consultant for all six Peabody Award Winning seasons

FSG AD PARTNERS

Miller Brewing Company:

- **Red Dog Beer** urban campaign

THE MINGO GROUP

Miller Brewing Company

- **Miller Genuine Draft** radio spots
- Cast talent for **Seagram's** in house 3-D client presentation



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Consultations and Clientele (cont'd)

NBA ENTERTAINMENT

The NBA

- PSA's for the 1998 playoffs and championship games
- PSA for the 1999 WNBA All Star Break
- Cast '1999 Play Offs' video PSA

RÉMY MARTIN COGNAC

- Create and execute Ad-Active Urban events such as Old School parties, Comedy shows

ORFA PRODUCTIONS

- Assistant Director and Talent Procurer for Platinum selling artist Nelly promotional ads to air on MTV, BET and MTV2
- Talent Coordinator for poets to appear in NBC's 9/11 tribute

SPUTNIK

Boss by I.G. Design:

- Executed **Times Square** billboard unveiling
- Video interviews throughout the New York City

NFL Properties:

- Surveys and video interviews with urban stylemakers and street athletes

Reebok:

- Organized and moderated roundtables
- Photographs, surveys and video interviews of urban stylemakers
- Presentation at Reebok headquarters with executives on urban trends

Jansport:

- Surveys and video interviews with urban stylemakers

Pepsi:

- Brainstorming session for **Mountain Dew's** urban push
- Surveys and video interviews with urban stylemakers
- Name search survey for new '**Storm**' soft drink

Girbaud:

- Product sampling, surveys and video interviews with urban stylemakers

Givaudan -Roure:

- Participated in roundtable discussion on **Calvin Klein's CK 1**

DDB Needham:

- Research on Hip Hop/Urban culture for **FootAction USA**

The Source Hip Hop Magazine:

- New York survey for 'Best...' categories in 100th issue

Rockport Shoes

- Video interviews with urban stylemakers

Universal Studios

- Video interviews with young independent urban filmmakers, writers and web designers

Fubu

- Over 100 surveys and video interviews with urban stylemakers throughout New York City



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Consultations and Clientele (cont'd)

TRACEY MOORE-MARBLE CASTING

Spike-DDB Needham Advertising:

- Source for extras castings in **Phillips Magnavox** and **Luster Curl** television ads

UNITED STATES DEPARTMENT OF COMMERCE

Bureau of the Census:

Media Specialist and Promotional Coordinator for the **Census 2000**

- Responsible for media correspondence with community and major media outlets in New York, Northern New Jersey, Westchester and Rockland Counties
- Producer and writer of audio and video PSA's

UNIWORLD GROUP

Gatorade:

- Cast vocal percussionists for radio spot
- Research 'Old School' hip-hop and R&B television spot

Ford:

- Cast and produced for Focus 2000 promotional radio

Burger King:

- Cast several radio voiceovers

VIACOM

TV Land/Nick @ Nite:

- Talent resource for 2005 Black History Month promotions featuring poets for networks

Black Entertainment Television (BET):

- Cast first poet for BET's longest running show and the most successful video show of all time, 106& Park

WEIDEN & KENNEDY

Nike:

- Organized and conducted roundtable for **City Attack Campaign**
- Organized and video interviewed artist for '**Piece Book**' spot
- Recruited poets and artists for Nike/W&K magazine '**You Don't Stop**'
- Nationwide recruiting of poets for **Brand Jordan** 'Urban Gear' national pullout booklet
- Recruited an innovative multicultural group for a roundtable on multiculturalism and corporate responsibility at the Weiden & Kennedy's NYC offices