

THEORY

COMMUNICATIONS

A TALENTED TEAM WITH FRESH AND CREATIVE CONCEPTS

WHO IS THEORY COMMUNICATIONS..

A TALENTED TEAM WITH FRESH AND CREATIVE CONCEPTS

THEORY COMMUNICATIONS IS AN INTEGRATIVE COMMUNICATIONS AGENCY, FUSING TRADITIONAL PR AND MARKETING TOOLS. FOUNDED IN 2014, OUR TEAM CONSISTS OF PROFESSIONALS WITH COMBINED EXPERIENCE SERVING A NUMBER OF HIGH-PROFILE CLIENTS IN AREAS INCLUDING (BUT NOT LIMITED TO) - ATLANTA, LOS ANGELES AND NEW YORK CITY.

THEORY COMMUNICATIONS SPECIALIZES IN PUBLIC RELATIONS, DIGITAL MARKETING, SOCIAL MEDIA MARKETING, EVENT PLANNING AND BRAND DEVELOPMENT FOR LIFESTYLE, SPORTS AND ENTERTAINMENT CLIENTS. WE PRIDE OURSELVES ON CREATING INFORMATIVE, FRESH AND INNOVATIVE BRAND AWARENESS FOR OUR CLIENTS THROUGH EXTENSIVE RELATIONS WITH NATIONAL AND LOCAL MEDIA, STATE-OF-THE-ART MARKETING TOOLS AND STRATEGIC PLANNING SKILLS.

WE OFFER GREAT SERVICES..

A TALENTED TEAM WITH FRESH AND CREATIVE CONCEPTS

PUBLIC RELATIONS

THEORY COMMUNICATIONS OFFERS EXTENSIVE PUBLIC RELATIONS SERVICES INCLUDING TRADITIONAL PR, MEDIA RELATIONS, SPONSORSHIP, CRISIS MANAGEMENT, AND PR CALENDARS.

BRANDING

THEORY COMMUNICATIONS PRIDES ITSELF ON THEIR STATE-OF-THE-ART BRANDING STRATEGIES. THIS INCLUDES MARKETING COLLATERAL, WEBSITE DEVELOPMENT, BRANDING VERBIAGE AND MORE.

EVENTS

THEORY COMMUNICATIONS PROMISES TO PLAN, EXECUTE AND MANAGE EVERY CLIENTS EVENT WITH A SERIES OF SERVICES INCLUDING GUEST LIST MANAGEMENT, CELEBRITY WRANGLING, MEDIA OUTREACH, OVERALL EVENT PLANNING, FRONT HOUSE MANAGEMENT AND MORE.

SPORTS MANAGEMENT

THEORY COMMUNICATIONS WILL UTILIZE THEIR EXTENSIVE NETWORK TO PROVIDE DAY-TO-DAY MANAGEMENT SERVICES FOR PROFESSIONAL ATHLETES.

MARKETING

THEORY COMMUNICATIONS PROVIDE SEVERAL DIGITAL AND EXPERIENTIAL MARKETING OPTIONS E-MAIL MARKETING, ONLINE ADVERTISEMENT, BRAND ACTIVATIONS, MOBILE APPS AND MORE.

SOCIAL MEDIA

THEORY COMMUNICATIONS WILL DEVELOP INTERACTIVE AND EFFECTIVE SOCIAL MEDIA MARKETING PLANS, UTILIZED TO INCREASE AND EXPAND CLIENT AUDIENCE WORLDWIDE THROUGH SOCIAL PLATFORMS.

LEGAL SERVICES

THEORY COMMUNICATIONS HAS AN IN-HOUSE LEGAL TEAM, DIXON & WILLIAMS LLC, WHO SPECIALIZE IN BASIC AND INTELLECTUAL PROPERTY SERVICES.

TALENT LIAISON

THEORY COMMUNICATIONS WILL UTILIZE THEIR EXTENSIVE NETWORK TO ASSIST PRODUCTION TEAMS WITH BOOKING TALENT FOR UPCOMING ENDEAVORS.

WE HAVE THE BEST CLIENTS (CURRENT/PAST)..

A TALENTED TEAM WITH FRESH AND CREATIVE CONCEPTS

- LOU WILLIAMS | ATL HAWKS
 - ILLUMINARIUM EXPERIENCES
 - DEMARRE CARROLL | BROOKLYN NETS
 - GRAND HUSTLE MUSIC GROUP
 - STEPHEN JACKSON | NBA VETERAN
 - ROC NATION | RECORD LABEL
 - EMPIRE | RECORD LABEL
 - VH1 ROCK DOCS | ATL RISE
 - GENERATION NOW | RECORD LABEL (ATLANTIC)
 - DRUMATIZED | RECORD LABEL (WARNER MUSIC GROUP)
 - TAY KEITH | SUPER PRODUCER
 - MELVIN INGRAM | KANSAS CITY CHIEFS
 - STEVIE WILLIAMS | PRO SKATER
 - RICH THE KID | HIP HOP ARTIST
 - PERNOD RICARD | ATLANTA MARKET
 - MING LEE/SNOBLIFE/EAP HEAT | BEAUTY MAVEN
 - CITY OF ATLANTA | MYSP
 - CANDY BROW BAR | BEAUTY SALON
 - FILA X FLYKIX ATL | SNEAKER RELEASE
 - CARROLL FAMILY FOUNDATION | NON-PROFIT
 - RAE SREMMURD | EVENT PR/EXECUTION
 - NETFLIX | HIP HOP EVOLUTION SERIES
 - NULS | BLOCKCHAIN COMPANY
 - TOKYO JETZ | HIP HOP ARTIST
 - Q DA FOOL | HIP HOP ARTIST
 - RICO PRESSLEY | HIP HOP ARTIST
 - THINK IT'S A GAME RECORDS
 - AKEEM ALI | HIP HOP ARTIST
 - THE TRAP MUSIC MUSEUM
 - LANDSTRIP CHIP | HIP HOP ARTIST
 - TRACY T | HIP HOP ARTIST
 - YUNGEEN ACE | HIP HOP ARTIST
 - 2CHAINZ/STREET EXECS
 - A3C FESTIVAL & CONFERENCE
 - SUSAN G. KOMEN | ATLANTA MARKET
 - THE GATHERING SPOT | PRIVATE MEMBERSHIP CLUB
 - GREENWOOD | FINTECH NEOBANK
 - LIL DUVAL | COMEDIAN/ENTERTAINER
 - FATBOY SSE | COMEDIAN/ACTOR
 - KAWAN "KP" PRATHER | DJ/A&R
 - ANGEL MCCOUGHTRY | OLYMPIAN/WNBA STAR
 - YFN LUCCI | EVENT PR/EXECUTION
 - ROB49 | HIP HOP ARTIST
 - BIG BOSS VETTE | HIP HOP ARTIST
 - ATLANTA ENTERTAINMENT BASKETBALL LEAGUE
 - SCOTTY ATL | HIP HOP ARTIST
 - LUDADAY WEEKEND (2015, 2016, 2017, 2018, 2019)
 - MILANO DI ROUGE | APPAREL BRAND
 - THE SPICE GROUP | PRODUCTION COMPANY
 - SUPERSTAR BRANDS
 - LIQUID SOUL MEDIA
 - QUALITY CONTROL | COACH K'S BIRTHDAY AFFAIR
 - MONEY MAN | HIP HOP ARTIST
 - JACK HARLOW | HIP HOP ARTIST
 - DJ LUKE NASTY | HIP HOP ARTIST
 - BLACK ENTERPRISE
 - ONERPM | DISTRIBUTION SERVICE
- 2020/2021 EVENTS INCLUDE (BUT NOT LIMITED TO):**
- MEGAN THEE STALLION | HOTTIEWEEN2K20
 - TEYANA TAYLOR | BABY SHOWER
 - JAYLEN BROWN | PRIVATE EVENT
 - YUNG BANS | FREAK SHOW SINGLE RELEASE
 - QUEEN NAIJA | MISSUNDERSTOOD ALBUM RELEASE
 - LOU WILLIAMS HALLOWEEN BIRTHDAY AFFAIR
 - 2CHAINZ T.R.U. REALIGION ANNIVERSARY AFFAIR



THEORY

COMMUNICATIONS

CASE STUDIES

WE PRIDE OURSELVES ON OUR ATLANTA ROOTS AND DIVERSE TEAM

A TALENTED TEAM WITH FRESH AND CREATIVE CONCEPTS

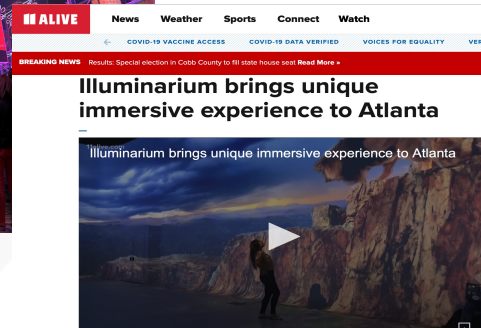
ILLUMINARIUM EXPERIENCES

HEAD OF PUBLICITY - ENTERTAINMENT/LIFESTYLE/URBAN MARKETS

THEORY COMMUNICATIONS WAS HIRED BY ILLUMINARIUM EXPERIENCES – AN IMMERSIVE EXPERIENCE HEADQUARTERED IN ATLANTA, GA, TO SPEARHEAD THE PUBLICITY CAMPAIGN FOR ENTERTAINMENT, LIFESTYLE, CULTURE AND URBAN MARKETS. THEORY COMMUNICATIONS UTILIZED THEIR STRONG LOCAL ATLANTA RELATIONSHIPS AND KNOWLEDGE WITHIN THE URBAN MARKETS TO SECURE PRESS AND INFLUENCER RELATIONS FOR ILLUMINARIUM. THEORY COMMUNICATIONS ALSO ASSISTED IN ROLLING OUT THE PR CAMPAIGN ANNOUNCING THE VERY FIRST ILLUMINARIUM EXPERIENCE OPENING IN ATLANTA, SUMMER OF 2021.



First look inside Illuminarium Atlanta



WE CURATE MEMORABLE EVENTS..

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VH1 ROCK DOC – ATL: THE UNTOLD STORY OF ATLANTA'S RISE IN THE RAP GAME THEATRICAL PREMIERE

IN CELEBRATION OF THE LATEST VH1 ROCK DOC - ATL: THE UNTOLD STORY OF ATLANTA'S RISE IN THE RAP GAME, THEORY COMMUNICATIONS CURATED THE THEATRICAL PREMIERE TO THIS ATLANTA DOCUMENTARY. GUESTS ENJOYED COCKTAILS PROVIDED BY HENNESSY VS, AVION TEQUILA AND VOSCATO, AS WELL AS HORS D'OEUVRES BY DAT CHEF, SWEET SHOTS CUPCAKES AND PINK POPCORN. NOTABLE GUESTS INCLUDED LUDACRIS, LARENZ TATE, CITY OF ATLANTA MAYOR KASIM REED, AMBASSADOR ANDREW YOUNG, R. KELLY, LATOYA LUCKETT, KILLER MIKE, AND MORE.



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WE BRING OUT THE COOLEST CELEBS..

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SLIM JXMMI OF RAE SREMMURD 25TH BIRTHDAY CELEBRATION.

IN CELEBRATION OF RAE SREMMURD'S OWN, SLIM JXMMI'S, 25TH BIRTHDAY THEORY COMMUNICATIONS EXECUTED A PRIVATE LA SUPERHERO THEMED EVENT. THIS STAR-STudded PARTY FEATURED 3-D LED 'GOTHAM CITY' THEMED WALLS, AERIAL DANCERS, ARCADE GAMES, GIFTING AREAS, A GAMING ROOM, PHOTO BOOTH AND MORE. CELEBRITIES INCLUDING - SKRILLEX, DIPLO, TY DOLLA \$IGN, BELLA THORNE, KEKE PALMER AND MORE WERE IN ATTENDANCE TO HELP SLIM JXMMI BRING IN HIS BIRTHDAY.



WE ARE A BRIDGEWAY TO TOP TIER TALENT..

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TALENT LIAISON CAPABILITIES

THEORY COMMUNICATIONS HAS RECEIVED TV/FILM CREDITS AS TALENT LIAISONS FOR VH1'S ROCK DOC: "ATL RISE – THE UNTOLD STORY OF ATLANTA'S RISE IN THE RAP GAME", AS WELL AS NETFLIX'S EMMY-AWARD WINNING SERIES: "HIP HOP EVOLUTION 2".

TALENT SECURED INCLUDES (BUT NOT LIMITED TO):

LUDACRIS

T.I.

FUTURE

LIL JON

BIG BOI

CEELO GREEN

YOUNG JEEZY

DAVID BANNER

KILLER MIKE

DJ TOOMP

USHER

JERMAINE DUPRI

ORGANIZED NOIZE

KILO ALI

BONECRUSHER

MAYOR KASIM REED

MC SHY D

MOJO

RAHEEM THE DREAM

WAKA FLOCKA

T-BOZ

DJ PAUL (THREE 6 MAFIA)

GANGSTA BOO (THREE 6 MAFIA)

YING YANG TWINS

RICH HOMIE QUAN

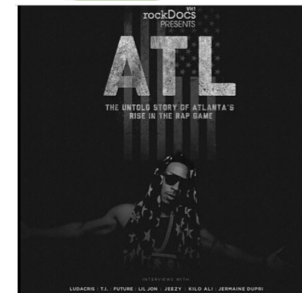
DOMINIQUE WILKINS

AMBASSADOR ANDREW YOUNG

8BALL & MJG

JAZZE PHA

... AND MANY MORE!



WE CREATE CUTTING EDGE EXPERIENCES..

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HUSTLE GANG "WE WANT SMOKE" ALBUM RELEASE PARTY

KICKING OFF THE RELEASE OF THE FIRST-EVER COLLABORATIVE HUSTLE GANG ALBUM 'WE WANT SMOKE', TIP "T.I." HARRIS ALONG WITH HIS HUSTLE GANG FAMILY, HOSTED A DAY LONG EXPERIENCE INCLUDING A PRESS DAY, PRIVATE DINNER AND ALBUM RELEASE EVENT AND POP-UP SHOW AT THE GATHERING SPOT. AS GUESTS ENTERED, THEY WERE GREETED WITH D'USSÉ COCKTAILS AND DELICIOUS SMALL BITES, WHILE ENJOYING THE PHOTO BOOTH AND LEARNING ABOUT HUSTLE GANG ON THE IPAD STATIONS. T.I., YOUNG DRO, B.O.B, TRAE THA TRUTH, 5IVE MICS, BRANDON ROSSI, TRANSLEE, RARA, LONDON JAE, YUNG BOOKE, TOKYO JETZ AND GFMBRYYCE ALL PERFORMED THEIR SMASH HITS THAT HAD THE CROWD LOVING THEIR UNIQUE STYLES.



WE EASILY MANAGE FESTIVALS, CONFERENCES & MORE

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A3C FESTIVAL & CONFERENCE (2019)

IN CELEBRATION OF A3C FESTIVAL & CONFERENCE'S 15 YEAR ANNIVERSARY, THEORY COMMUNICATIONS WAS HIRED TO SPEARHEAD AND MANAGE ALL PUBLICITY, RADIO AND MARKETING EFFORTS. A3C FESTIVAL & CONFERENCE CELEBRATED THEIR 15-YEAR ANNIVERSARY WITH A WEEK OF EVENTS, PANEL DISCUSSIONS, WORKSHOPS, MENTORSHIP SESSIONS, CONCERTS AND MORE BY SOME OF THE TOP TALENT AND RESPECTED INDUSTRY PROS NATIONWIDE. THIS INCLUDED CURATED CONVO'S WITH DAPPER DAN, 2 CHAINZ, T.I., KODAK LENS, GARY VEE, BOZOMA SAINT JOHN, CHARLAMAGNE THA GOD AND MORE; AS WELL AS PERFORMANCES BY MEGAN THEE STALLION, YG, YASIIN BEY, E-40, MR. EAZY AND MORE.



WE EFFORTLESSLY EXECUTE BIG OCCASIONS ..

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LUDADAY WEEKEND (2016)

CHRIS "LUDACRIS" BRIDGES, HELD HIS 11TH ANNUAL LUDADAY WEEKEND, IN ATLANTA, GA. FROM CHARITABLE EVENTS TO STAR-STudded OUTINGS, CHRIS PULLED OUT ALL THE STOPS, MAKING THIS A WEEKEND TO REMEMBER. THIS WEEKEND INCLUDED THE BMI AWARDS, GOLF TOURNAMENT, CELEBRITY BOWLING COMPETITION, BLOCK PARTY, A HOST OF NIGHTLIFE EVENTS, THE ANNUAL CELEBRITY BASKETBALL GAME AND WRAPPING WITH A PRIVATE VIP EVENT AT TOPGOLF ATLANTA MIDTOWN. NOTABLES IN ATTENDANCE: WILL CLAYE, KRISTI CASTLIN, TRAVIS LESLIE, MEDI BAYREUTH, KENT BAZEMORE, ATL HAWKS, SHELVIN MACK, UTAH JAZZ, RODNEY HOOD, UTAH JAZZ, REGGIE EVANS, SACRAMENTO KINGS, MATT BARNES, SACRAMENTO KINGS, CHRISTIAN WOODS, CHARLOTTE BOBCATS, MALCOLM DELANEY, ATL HAWKS, ANDRE DRUMMOND, DETROIT PISTONS, LOU WILLIAMS, LA LAKERS, IMAN SHUMPERT, CLEVELAND CAVALIERS, ANGEL MCCOUGHTRY, ATL DREAM/OLYMPIC MEDALIST, THE GONZALEZ TWINS, UNLV, STEPHEN JACKSON, NBA VETERAN, METTA WORLD PEACE, NBA VETERAN, DEANDRE BEMBRY, ATL HAWKS, TAUREAN PRINCE, ATL HAWKS, CAMERON PAYNE, OKC, KENNETH FARIED, DENVER NUGGETS, MARSHAWN LYNCH, BEASTMODE, MICHAEL B. JORDAN, ACTOR, KARRUECHE TRAN, TRISTAN "MACK" WILDS, SINGER/ACTOR, TEYANA TAYLOR, LAURA GOVAN, JACQUEES, SINGER, TERRENCE J., ACTOR/TV PERSONALITY, LANCE GROSS, ACTOR, KESHIA KNIGHT-PULLIAM, ACTRESS, TAHIRY, MODEL, MONYETTA SHAW, LARENZ TATE, ACTOR, LETOYA LUCKETT, SINGER, 50 CENT, WILL PACKER, DIRECTOR, JOSEPH SIKORA, ACTOR, STALLEY, MMG RECORDS, WALE, MMG RECORDS, ADRIEN BRONER, PRO BOXER, DC YOUNG FLY, COMEDIAN, TANK, SINGER, JESSICA WHITE, MODEL



WE LOVE OUR CHARITABLE CAMPS..

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DEMARRE CARROLL & THE CARROLL FAMILY FOUNDATION BASKETBALL CAMP

TORONTO RAPTORS SMALL FORWARD, DEMARRE CARROLL AND THE CARROLL FAMILY FOUNDATION WENT BACK TO DEMARRE'S HOMETOWN OF BIRMINGHAM, AL TO HOST HIS ANNUAL NEXT LEVEL YOUTH BASKETBALL CAMP. THIS ONE-DAY BASKETBALL CLINIC FEATURED HANDS ON TEACHING OF BASIC BASKETBALL TECHNIQUES FROM DEMARRE AND HIS COACHING STAFF. KIDS WHO ATTENDED RECEIVED COMPLIMENTARY LUNCH PROVIDED BY JACK'S AS WELL AS A TROPHY CEREMONY FOR STELLAR PERFORMANCE. ALL PROCEEDS FROM THE CAMP WERE DONATED TO THE CARROLL FAMILY FOUNDATION IN EFFORTS TO RAISE FUNDING FOR LIVER DISEASE AWARENESS.



WE'RE ALWAYS THE LIFE OF THE PARTY..

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LOU WILLIAMS ANNUAL LOUWILLVILLE MEMORIAL DAY WEEKEND POOL PARTY

LA CLIPPER STAR, LOU WILLIAMS, HOSTED HIS 4TH ANNUAL LOUWILLVILLE MEMORIAL DAY WEEKEND POOL PARTY IN ATLANTA. THIS STAR-STUDDED EVENT INVITES OVER 500 PEOPLE IN THE CITY OF ATLANTA FOR A TRADITIONAL 'HOUSE PARTY' STYLE POOL PARTY. GUESTS ENJOYED A FULL OPEN BAR POWERED BY SEAGRAM'S GIN & MALIBU RUM(ALONGSIDE THEIR FULL CATALOG OF BRANDS UNDER PERNOD RICARD), FOOD BY DAT CHEF & BIG DAVE'S CHEESESTEAKS, INFLATABLE TWISTER, 20FT WATER SLIDE, FOAM PIT AND THE NOSTALGIA OF A TRADITIONAL ICE CREAM TRUCK. DJ GERONIMO, DJ QUEST AND SPECIAL GUESTS DJ PMON AND MEEK MILL KEPT THE VIBES FLOWING WHILE FERRARI SIMMONS OF STREETZ 94.5 HOSTED THE DAY. RISING FEMALE MC, KASH DOLL, MADE A SURPRISE IMPROMPTU PERFORMANCE OF HER VERSE IN BIG SEAN'S LATEST SINGLE - SO GOOD. NOTABLES WHO ATTENDED: MEEK MILL, ALLEN IVERSON, TINY HARRIS, PNB ROCK, JARRETT JACK, B.O.B., MONEY MAN, KASH DOLL, JASON MITCHELL (ACTOR/THE CHI), ALI & QUEZ OF TRAVIS PORTER, TREY BURKE (NY KNICKS), MICHAEL BEASLEY (NY KNICKS), SONNY DIGITAL (ARTIST & PRODUCER), PNB MEEN (HIP HOP ARTIST), KOLLISON (QC ARTIST), TRANSLEE (GRAND HUSTLE ARTIST), SY ARI DA KID (RAP ARTIST), ZONNIQUE, B. SIMONE (COMEDIAN/ACTRESS), SHAD DA GOD (HIP HOP ARTIST), DAMAR JACKSON (T.I.G. R&B ARTIST), SHOOTER (LHHATL), KY FINIS (ENGINEER), HONORABLE C-NOTE (PRODUCER).



EXPERIENTIAL ACTIVATIONS ARE OUR SPECIALTY..

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MEGAN THEE STALLION | HOTTIEWEEN 2K20

RISING FEMALE RAP PHENOM, MEGAN THEE STALLION, CELEBRATED HALLOWEEN IN ATLANTA FOR HER TOXIC WASTE THEMED "HOTTIEWEEN" COSTUME PARTY. POWERED BY D'USSÉ AND FASHION NOVA, CELEBRITIES AND FANS ALIKE, JOINED MEGAN AT ALLURE GENTLEMAN'S CLUB FOR A SPOOKY NIGHT TO REMEMBER. GUESTS SUCH AS CARDI B, OFFSET, DABABY, LIL BABY, 2 CHAINZ, THE CITY GIRLS, LALA ANTHONY, TOKYO JETZ, DJ DRAMA, PARDI, TOMMIE, PREMADONNA AND MORE WERE IN ATTENDANCE TO HELP CELEBRATE THE NIGHT.



WE'VE GARNERED PRESS SUCH AS...

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GET IN TOUCH!

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