



ABOUT BRANDBOMB

We are an award-winning public relations firm based out of Las Vegas that specializes in building awareness, maximizes reputation and creates demand for beauty, cannabis, lifestyle and hospitality brands all across the country.

A curation of years of expertise, treasured media relationships, creative vision and hustle, our BrandBomb team is committed to igniting your brand's identity while delivering powerful results.

SERVICES

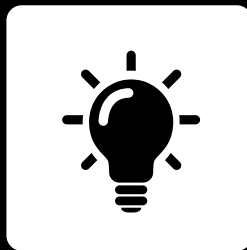
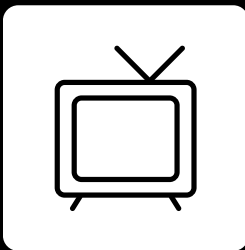
TRADITIONAL PR

EVENT MANAGEMENT

THOUGHT LEADERSHIP

DIGITAL MARKETING

INFLUENCER RELATIONS



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BRANDBOMBPR.COM

CLIENTS WE'VE WORKED WITH

BEAUTY

NEEZIEBABIE
BEAUTY



BEAUTY LOUNGE
MEDICAL SPA



DELOURIER



HOTTIE HAIR
Salon & Extensions Store



CAPELLI SALON



BEAUTYKITCHEN



LIFESTYLE

PALMS
CASINO RESORT



CANNABIS

Las Vegas
Cannabis
Weddings



ENTERTAINMENT



PLEASURECHEST

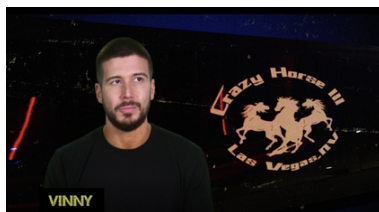


VIRAL HEIR



- Farrah Abraham (MTV's "Teen Mom")
- Larissa Lima (TLC's "90 Day Fiance")
- Deavan Clegg (TLC's "90 Day Fiance")
- Darcey Silva (TLC's "90 Day Fiance")
- Daizha Morgann
- Christiana Cinn
- Kristina DeBarge (WETV's "Growing Up Hip Hop")
- Leon Spinks (Hall of Fame championship boxer)
- Candace Rice (MTV's "Floribama Shore")
- Angel Brinks (VH1's "Basketball Wives")

+ OVER 400 SECURED NATIONAL LIFESTYLE NEWS SEGMENTS



MTV



ABC 10 - Sacramento



News 3 NBC - Las Vegas



KLAS 8 News Now - Las Vegas



E! News



FOX 5 - San Diego



THOUGHT LEADERSHIP

SURROUNDING CANNABIS AS ALTERNATIVE MEDICINE

the business challenge

Determined to help people manage pain associated with cancer treatment, Dr. Pejman Bady D.O. co-founded **The Sanctuary**, which retails medical and recreational cannabis products, vapes, flowers, CBD, tinctures and more. Due to years of stigmatization surrounding the proven benefits of cannabis, physicians and patients have yet to receive extensive education of its positive medical effects.

the solution

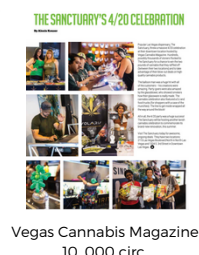
With cannabis quickly becoming a universal, mainstream choice of treatment, Dr. Bady wanted to share his knowledge and accurately educate the public through print, online and broadcast media while maximizing exposure for The Sanctuary.

the results

Within the first 120 days, BrandBomb generated a variety of strong local and national broadcast, online and print placements by engaging the community and building awareness surrounding both The Sanctuary's cannabis products and Dr. Bady's insight on alternative medicine. The outreach efforts included pitching to local and national journalists, drafting and distributing news releases and planning local media events.



Lsa Vegas Sun
102, 000 circ.



Vegas Cannabis Magazine
10, 000 circ.



NBC 3 - Las Vegas
12,500 viewers



Real Vegas Magazine



CANNABIS

NEW BUSINESS LAUNCH

DURING THE COVID-19 PANDEMIC

the business challenge

In fall of 2020, social distance restrictions were still in full swing which left little opportunity to truly experience 'Sin City'. As the legal cannabis industry continued to blossom in Las Vegas, female entrepreneur, Maxine Fensom, wanted to provide both local residents and tourists with the means to enjoy and benefit from cannabis experiences during a time of uncertainty.

the solution

Despite challenges associated with launching a new business during a pandemic, Maxine founded **Las Vegas Cannabis Tours**, which offers unique industry experience, including visits to famed dispensaries, a grow house and cannabis museum. To support her new business launch as well as the small business owners of her tour partners, To support her new business launch, Maxine wanted to increase local and national awareness around her new brand.

the results

BrandBomb secured several local and national media placements that increased awareness of the tour as an entertainment option and reached its target audience of cannabis enthusiasts.



NBC 3 - Las Vegas
14,300 viewers



Maxine Fensom
Las Vegas Cannabis Tours - CEO
Maxine has been working in the cannabis industry a little over a year and she is loving it! Las Vegas Cannabis Tours is a female-owned company which operates with a positive hands on approach. Maxine and her team enjoy showing guests all things cannabis, the creative quirky side as well as the business side of the industry. Maxine hopes that the future brings legal consumption lounges and that we see more women owners/operators. Never did she think she would become involved in the cannabis industry here in Las Vegas, as her background is in adult entertainment, but here she is fully immersed in the industry and thankful for the array of amazing people she has met. Follow Las Vegas Cannabis Tours: FB @LasVegasCannabis, IG @TourLasVegasCannabis, Ivcannabistours.com.



BRAND AWARENESS

IN CONJUNCTION WITH 2/2/22, VALENTINE'S DAY & 2/22/22

**the
business
challenge**

Maxine Fensom, ordained minister and founder of Las Vegas Cannabis Tours, wanted to highlight her business as a unique way to tie the knot. While Las Vegas has iconic wedding chapels and quick and painless marriage licenses, the city lacked a creative and exciting way for couples to share their love for one another while reveling in their love for cannabis.

**the
solution**

To commemorate some of the biggest in-demand wedding dates of the year, Feb. 2 (2/2/22), Valentine's Day, Feb. 14 and Feb. 22, (2/22/22), Maxine launched **Las Vegas Cannabis Weddings**, a subsidiary of Las Vegas Cannabis Tours. BrandBomb created a \$2,222 wedding package to maximize press appeal. Maxine wanted both local residents and visiting tourists to see this new, eccentric 'Sin City' wedding experience in action.

**the
results**

Focused heavily on broadcast media coverage, BrandBomb secured 13 news segments, four of which captured cannabis weddings live on Valentine's Day (ABC, NBC/CW, FOX and CBS) plus a powerhouse series of \$1.6 million worth of national print and online placements, that put Las Vegas Cannabis Weddings organically at the top of Google searches.

MARIJUANA VENTURE



10,000 circ.



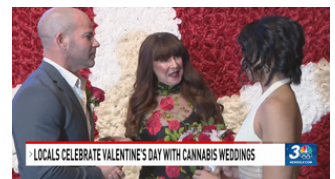
50,000 quarterly circ.



30,000 quarterly circ.



ABC 13 - Las Vegas
17,500 viewers



NBC 3 - Las Vegas
28,000 viewers



CBS 8 - Las Vegas
97,700 viewers



FOX 5 - Las Vegas
14,800 viewers



PHILANTHROPY

TO SUPPORT LOW-INCOME AND BIPOC COMMUNITIES

the business challenge

Founded by serial philanthropist, Denise Dixon, the **Cosmetology Institute of Las Vegas (CILV)** is one of the only black accredited cosmetology schools in Southern Nevada. In addition to providing affordable, professional beauty training for young aspiring entrepreneurs, CILV leads several philanthropic initiatives annually, including a “Wig-a-Thon” charity event to benefit breast cancer survivors and complimentary beauty services for local foster children. However, these remarkable efforts were not broadly shared with the media prior to the PR engagement.

the solution

Denise wanted to focus PR efforts towards highlighting philanthropy, entrepreneurship and pandemic relief to boost local visibility for upcoming events and increase awareness for prospective students.

the results

During the four month philanthropy campaign, BrandBomb targeted local business outlets to secure a number of local and national media placements in both broadcast and online. The campaign also resulted in a prominent “Best of Las Vegas” award for Trade/Technical School from Las Vegas Review-Journal and was named a finalist in the “Small But Mighty” category for Nevada Business Magazine’s 2022 Nevada Business Awards.



How 1 beauty teacher created an annual 'Wig-a-Thon' to pamper breast cancer survivors



CBS 8 - Las Vegas
9,000 viewers



CBS 8 - Las Vegas
21,000 viewers



NBC 3 - Las Vegas
13,900 viewers

REPUTATION BUILDING

THROUGH LOCAL AWARDS AND NATIONAL PRESS

**the
business
challenge**

**the
solution**

**the
results**

Shawnda Dorantes MSN, APRN, FNP-C is the Lead Injector at **Beauty Lounge Medical Spa**, a full-service aesthetic destination in San Marcos, Calif., a suburb of San Diego. While she has been a powerful force in the beauty industry for the past 14 years and registered nurse of over 11 years, Shawnda’s business and beauty expertise was not particularly well known in her community.

Shawnda desired local industry awards to showcase her skills and national press to elevate Beauty Lounge’s overall presence throughout San Diego and beyond. BrandBomb also positioned the female BIPOC entrepreneur as a leader within San Diego’s hispanic community.

BrandBomb's research and strategic nominations earned Shawnda and Beauty Lounge nine industry awards, as a finalist or winner, within eight months, including San Diego Metro Magazine’s “Women of Influence” and “40 Under 40” awards, both in 2021, as well as four community finalist awards for San Diego Business Journal's “Rising CEO of the Year,” “40 Next Top Business Leaders Under 40” and “Business Women of the Year.” To enhance Shawnda's overall prestige and visibility on Google, we secured her as a featured beauty expert on multiple top-tier beauty websites.

SHE FINDS



OK!

BUSTLE



COVER FEATURE
100,000 circ.



FULL PAGE FEATURE
30,000 circ.



COVER FEATURE
300,000 circ.



CRISIS MANAGEMENT

NAVIGATING SMALL BUSINESS THROUGHOUT PANDEMIC

the business challenge

With businesses coming to a stark close at the start of the COVID-19 pandemic, **Taste Buzz Food Tours** wanted to increase awareness of the business as a socially distanced entertainment option. The tour provides guest with an exclusive local insider's perspective of local eateries throughout popular Las Vegas districts.

the solution

BrandBomb highlighted Taste Buzz Food Tours as one of the only socially distanced, safe and healthy culinary activities available in Las Vegas to maximize awareness for tourists and to showcase the fitness aspect of the tour during a time where many were stuck at home.

the results

Taste Buzz Food Tours was featured in several local publications as a family-friendly activity for locals and tourists. Kathryn Kelly, longtime awarded fitness competitor, was featured in national outlets as a proven fitness expert, and creator of the walking food tour, thus increasing the tour's SEO.



Taste Buzz Food Tours offering socially distant culinary experiences



CBS 8 - Las Vegas
15,000 viewers



SPOTLIGHT

Do as the Locals Do

Want to know where all the locals dine? Then look one of two different tours with **Taste Buzz Food Tours**, a Las Vegas local's perspective of some of the city's best dining gems. There's the daytime or nighttime three-hour Foodie Tour on the Strip, in which your tour guide takes you to six or seven different foodie stops, many that are overlooked by tourists. But are tourists of those in the know. At each stop, you'll indulge in one to two tastings, and along the way you'll meet some of the people behind the eateries and learn about Strip food culture and trends. The other tour, the Downtown Delights Foodie Tour, includes a trip through downtown at either noon or 5 p.m. Discover the dining delights of Fremont Street and venture off the beaten path to local hangouts and sample bites at Container Park, family-owned businesses and a food truck. Your tour guide will also share the history and culture of downtown and its road to revitalization as one of the city's great artistic hubs. Taste Buzz Food Tours is a great way to break from the tourist itinerary, eat some good eats and chill at some awesome spots—just like the locals do. —Kiko Miyamoto 702.909.0337 or tastebuzzvegas.com





BRAND TRUST

THROUGH LOCAL BROADCAST NEWS

the business challenge

In 2013, **Parisa Body** transitioned her career goals and entered the field of professional relationship coaching, where she started educating clients virtually. Through her empowering relationship coaching modules, Parisa helped women and couples recognize unhealed emotional wounds and define their goals in love and marriage. Though Parisa had been in Las Vegas for over 20 years, she had not yet earned significant local presence. In order to create brand trust and build reputation, Parisa needed a strong reputable media presence that allowed her to showcase her knowledge.

the solution

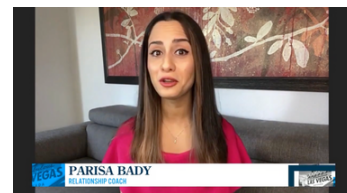
Parisa wanted to share her expertise with the local community using similar storytelling techniques that she utilizes while coaching her relationship clients. Like her virtual modules, Parisa wanted to gain trust through broadcast news segments and help people, no matter where they are located, ahead of Valentine's Day.

the results

Tying Parisa's relationship expertise into Valentine's Day, BrandBomb secured over seven broadcast news segments with the call to action pushing viewers to her website for more coaching, for Parisa who highlighted her tips on camera on how to navigate love and marriage.



CBS 8 - Las Vegas
39,000 viewers



FOX 5 - Las Vegas
42,000 viewers



CBS 8 - Las Vegas
97,700 viewers



NBC 3 - Las Vegas
22,000 viewers



Crazy Horse III Las Vegas

EMERGING TECH

EXPANSION OF ACCEPTED BITCOIN PAYMENTS

the business challenge

Famed gentlemen's club, **Crazy Horse 3**, has always been at the forefront of the industry and committed to offering unique and innovative amenities for its high-end clientele. In July of 2020, the popular hot spot began accepting bitcoin through the Lightning Network, powered by OpenNode, solely for VIP bottle purchase packages. However, high customer demand for additional instant, traceless options to pay resulted in an expansion of services.

the solution

Crazy Horse 3 broadened the crypto currency's buying power within the club to now allow customers to use Bitcoin payments for lap dances and entertainer tipping. To ensure both residents and visiting tourists were made aware of the technological advancements, a complete press strategy was implemented which included news releases and pitches to local and national media.

the results

BrandBomb secured several online media placements touting the club's new changes in accepted Bitcoin payments and elevating its position as an innovative entertainment space for business professionals.



ABC 13 - Las Vegas
3,100 viewers



BUSINESS
INSIDER

LAS VEGAS STRIP CLUB
**BITCOIN FOR LAP
DANCES!!!**
Now Try Making That Rain



BRAND AWARENESS

TO MAXIMIZE VISIBILITY OF NFL NFT

**the
business
challenge**

ViralHeir sought to maximize visibility on an NFT auction of the renowned Antonio Brown meltdown video to drum up popularity, sales and exposure in order to help then sell the NFT for maximum price, There were no other forms of marketing support for this campaign and a quick turnaround for press was required due to a quick buy and sell of an estimated \$1.5 million.

**the
solution**

BrandBomb pitched and secured an exclusive with TMZ, to break the story. Once the story was live, BrandBomb distributed an announcement press release in the ViralHeir entrepreneur's local market, as well as to national crypto outlets and journalists. Custom pitches to targeted journalists supported the press strategy to maximize results.

**the
results**

The popular NFT made national news across a number of local and national outlets and generated buzz throughout the finance, Metaverse and sports and memorabilia communities.

