





You: want a seat at the big table.



HUNGRY?

**BLAZE is the BOUTIQUE agency OF CHOICE
for lifestyle brands HUNGRY for a REAL
PIECE of the MARKETSHARE.**

**We reveal the RELEVANT STORY, serve with
relish to key influencers, SATIATE
consumer cravings, and SAVOR IN OUR
CLIENT WINS.**

..... ABOUT US



APPROACH

FRESH AND SEASONED:

A TEAM of **VETERAN PRACTITIONERS** who stay
AHEAD OF TRENDS and will not rest on the
laurels of past successes.

**We have done it all before, failed, prevailed,
and WE KNOW THE DIFFERENCE.**





MORE THAN ~~RELEASE PEDDLERS~~

At BLAZE, we put strategy back in PR.

Our media efforts are MEATY, creative and on-
point because they're backed by a
THOUGHTFUL PROCESS that considers the state
of YOUR world.

..... **PHILOSOPHY**



LET US SINK OUR TEETH.
Your BRAND is our BONE.

GREEDY
Good isn't good enough.

SCRAPPY
We battle for the best ideas.

NIMBLE
Can turn on a dime.

TESTED
Deep bench of experience, from beta to launch.

GEEKY
We nerd-out on analytics.

OBSESSED
...with coming out on top.

..... **CHARACTER**



APPROACH

PUBLIC
ENGAGEMENT

STRATEGY &
BRAND ID

TRADITIONAL
PR

INFLUENCER
MARKETING

SOCIAL
ACTIVATION

CRISIS



Launched brand. Disrupted beverage category

Challenge

- From point of launch, promote KeVita Sparkling Probiotic Beverages while creating a new disruptive beverage category

Strategy

- Embark probiotic education campaign supported by a branded-survey on nutritionists' perceptions toward probiotic consumption
- Establish brand voice that connects a daily dose of KeVita to aspiring wellness
- Develop targeted blogger/influencer campaign that introduces KeVita beverages to food/beverage and health/fitness spaces
- Manage key partnerships with health & nutrition VIPS including TODAY show's Joy Bauer, Sharon Richter, and Hungry Girl, Lisa Lillian
- Create "Live Kulture" NYC event with vertices in art, fashion and music

Results

- Earned brand awards in Forbes, Prevention, Delicious Living, Health & Fitness
- Positioned KeVita as the darling of the beverage space with multiple cover stories
- Grew brand name awareness in top-tier consumer media outlets, resulting in more than 150 million media impressions annually



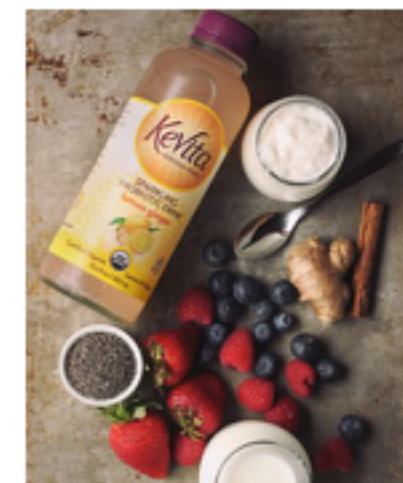
Forbes

HUFFPOST
STYLE

People

eat CLEAN

SHAPE



Created a compelling voice surrounding Hydration.

Challenge

- Introduce hydration multiplier in a delivery system that is neither a liquid nor intravenous
- Reach millennials in moments they are most likely to be interested in usage

Strategy

- Create a multi-tiered program targeting millennial media with teasers, pitches and press releases that incorporates traditional and digital media focusing on hydration, hangover prevention and travel
- Maximize exposure in target markets by creating advertorial program with goop, Clean Plates, Well + Good, MindBodyGreen, etc.
- Schedule multi-layered review program with influencers and media to showcase the powder being poured into water

Results

- Generated more than 500 million media impressions



Home / Wellness / Health / How to Get Through a Hangover

Wellness
SHARE: 0 0 0



How to Get Through a Hangover

The misery that is a hangover has no cure (aside from not drinking in the first place), but there are many at least marginally effective treatments. As far as we're concerned, combining forces—advice from several different experts—makes the most sense. So here, we come at the problem of the hangover from several different angles to help you feel better, faster.

Functional medicine physician Robin Berzin, M.D., who helms the holistic medicine practice Parsley Health, with locations in LA, SF, and NYC) shares the reasons we think hangovers occur in the first place, plus her tips for alleviating them; nutritionist, Karl Glassman, M.S., R.D., gives us a morning-after eating plan; and osteopath Vicky Vlachonis created a DIY guide to acupressure points that can mitigate splitting headaches, nausea, and the like. Plus, we're sharing some favorite preferred rehydration methods. See you at the (Liquid IV) bar.

WHAT CAUSES A HANGOVER

Scientists and doctors have tried to figure out what exactly causes a hangover—which is more complex than one might suspect. Alcohol's impact on us appears at least in part to be inflammatory in nature and tied to the chemical effect it has on the brain. (†) Fellow science nerds, see the footnote at the bottom of this piece.) Dr. Berzin explains three factors often behind the next-day side effects of a few too many martinis:

1. **Dehydration:** "Alcohol is a diuretic, which means it increases urine production," says Berzin. "And if you're drinking alcohol, that means you aren't drinking water."



Established a macho gateway for men + beauty.

Challenge

- Launch a health and beauty product geared toward men
- Educate consumers on the benefits of supplements in a pill format

Strategy

- Sponsor a NASCAR vehicle to resonate with men, reach mass consumers, and strengthen buyer relations
- Host media tour to key media using YouTheory's Chief Scientific Officer to educate on the benefits of product line
- Offer race opportunities with top influencer to show brand from a different POV

Results

- Coordinated 15 appearances with the #70 NASCAR vehicle at GNC, Vitamin Shoppe and Sprouts
- Earned 94 million media impressions within racing, natural, and consumer media
- Submitted and won awards for the NASCAR partnership, including Nexty and Better Nutrition

NEW YORK OBSERVER

Is This Obscure Peruvian Vegetable the Key to Good Health?

Kale gets a lot of accolades—and rightfully so—but there's another, lesser-known vegetable that might be the secret key to good health.

Dr. Nick Bitz travelled to New York from Southern California a couple of weeks ago to appear at a wellness convention on behalf of Youtheory, a company that makes all-natural dietary supplements. A certified naturopathic doctor, Dr. Bitz is Youtheory's chief scientific officer, meaning he oversees the company's product development.



outtheory's maca supplements for men. (Photo: Youtheory)



Trust your gut. Check your stool.

Challenge

- Remove intimidation and obscurity factors for probiotic featuring fungi

Strategy

- Schedule regular media tours for in-person meetings with brand and top-tier media
- Create “Gut Report” assets for key media to test their microbiome and learn the important role of fungi in the gut
- Create launch plans for each brand iteration from children’s product, prebiotic, colon cleanse and simple greens powder
- Maximize exposure to reach target audiences by creating advertorial program with Clean Plates, Yoga Journal, Chalkboard, etc.

Results

- Garnered more than 200M impressions
- Secured 25 broadcast interviews for Dr. Ghannoum to explain fungi in the gut



An honest effort heard around the nation.

Challenge

- Draw national awareness for emerging beverage brand.

Strategy

- Build on identity recognition by creating a “most honest” test between major US Cities
- Offer unmanned pop-up stores in select areas offering Honest Tea using the honor payment system - with hidden cameras
- Include QR code at locations for participants to log onto the Honest Tea website and watch a live stream of hidden camera footage.
- Tease media on concepts of the test prior to activation
- Release ranking information on America’s most honest cities

Results

- Facebook fans doubled in one day. Media buzz included Today, Huffington Post, and the Yahoo home page
- Generated 5 million media impressions in one day.



Brought cannabis relief & recovery mainstream

Challenge

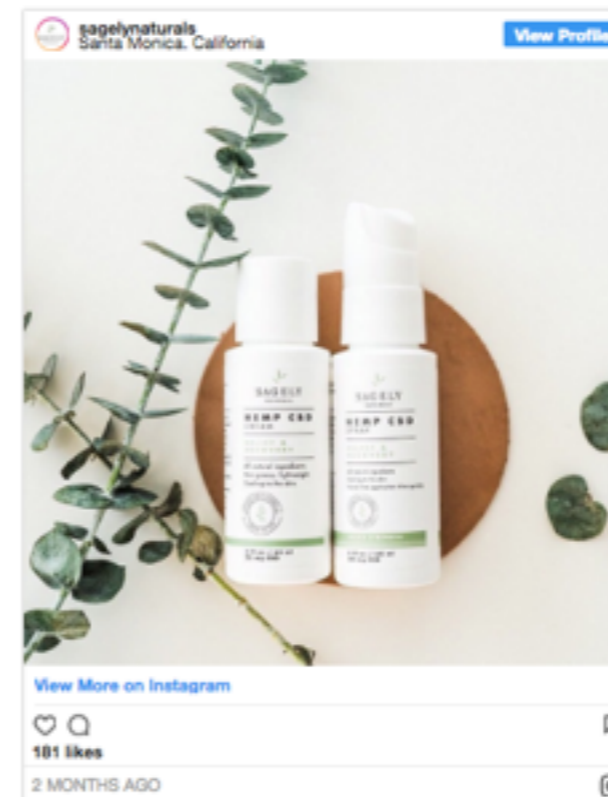
- Educate consumers to the legalities and differences of CBD cannabis
- Reach broad audiences from Boomers to Millennials

Strategy

- Create a multi-tiered program targeting traditional and digital media with teasers, pitches and press releases focusing on CBD education and usage occasions
- Develop multi-layered review program with influencers and media to showcase pain relief using the brand from headaches to joints
- Highlight the female founders as forward thinking experts in the space
- Maximize exposure to reach target audiences by creating advertorial program with Clean Plates, Yoga Journal, Chalkboard, etc.

Results

- Generated more than 250 million media impressions
- Raised profile of the female founders in marketing and entrepreneur sites



Sagely Naturals specializes in CBD-rich products that work to treat pain and inflammation with natural ingredients. The two women who launched the Santa Monica start-up when they realized that, while almost one in three Americans suffers from symptoms of chronic pain alone, many of the cannabis-based treatment options were unappealing, poorly packaged, and lacked transparency in sourcing. Plus, the offerings at the local dispensary seemed like they catered to a "stoner dude" stereotype that didn't fit with how they saw themselves. They got to work launching an organic line using only the non-psychoactive cannabis derivatives, and it now fits in on the shelves at Erewhon and Lassens stores, right along with other high-end natural body care items.

PopSugar > Fitness > Cbd > Sagely Naturals CBD Turmeric Capsules

If Xanax and Advil Had an Organic, All-Natural Baby, It Would Be These CBD Turmeric Capsules

May 20, 2018
by DOMINIQUE MICHELLE ASTORINO

9.2K Shares



If you're trying to ditch the prescriptions and over-the-counter pills in lieu of something all natural, we have a product you're going to want to check out ASAP. You already know that turmeric has been used for centuries as a natural anti-inflammatory that can outshine familiar drugs like ibuprofen. So what happens when you combine the powers of this spicy, muscle-healing root with fellow powerful anti-inflammatory CBD? A whole lot of awesome, that's what.



HELLO GIGGLES



REFINERY29



LET'S GO▶

