



STUSH

MARKETING

agency profile

VIDEO PRODUCTION

BRANDING

MARKETING RESEARCH

STRATEGY

SEARCH ENGINE **OPTIMIZATION**

INFLUENCERS

DIGITAL DESIGN

GRASS ROOTS MARKETING

EZINES

PHOTOGRAPHY

WEBSITE DESIGN

MULTIMEDIA

SOCIAL MEDIA MARKETNG

INFOGRAPHIC

CORPORATE IDENTITY



WE ARE

STUSH MARKETING

STUSH is an innovative digital marketing agency located in Kingston, Jamaica.

We combine new media, engaging content and signature on-the-ground executions to produce maximum impact for your brand.

SOME OF OUR CLIENTS



OUR 'ALWAYS ON' DIGITAL MEDIA APPROACH



360 Marketing Solution

reach customers at all possible points of contact with Digital Media, ABL, PR, websites, ezines and grassroots marketing campaigns

Content Creation

publish high quality, image rich content

Good Stories

Connect with fan base through interactive content and good storytelling

Digital Advertising

Ensure your audience sees the content, not just organically but through paid promotion

Get Data

check stats regularly with the help of social media listening tools throughout each campaign to ensure targeted audience is reached

OUR 'ALWAYS ON' CUSTOMER SERVICE



STUSH always goes beyond the call of duty to make my job a whole lot easier!



STUSH creates a tone for my brands that speaks directly to our audience and makes them our very own brand ambassadors.



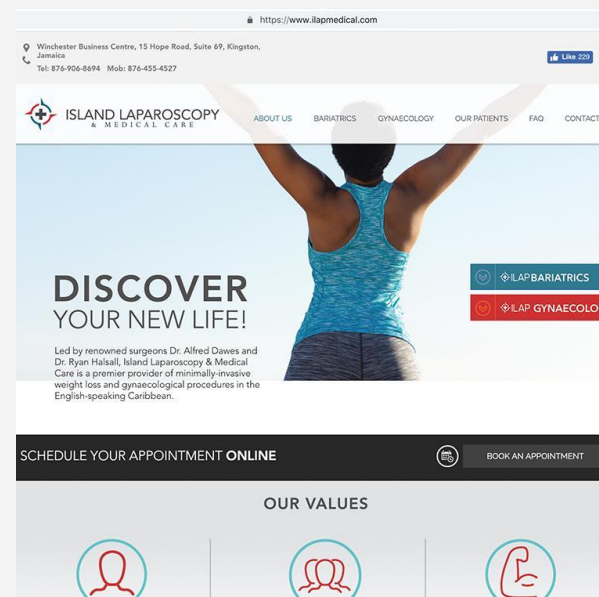
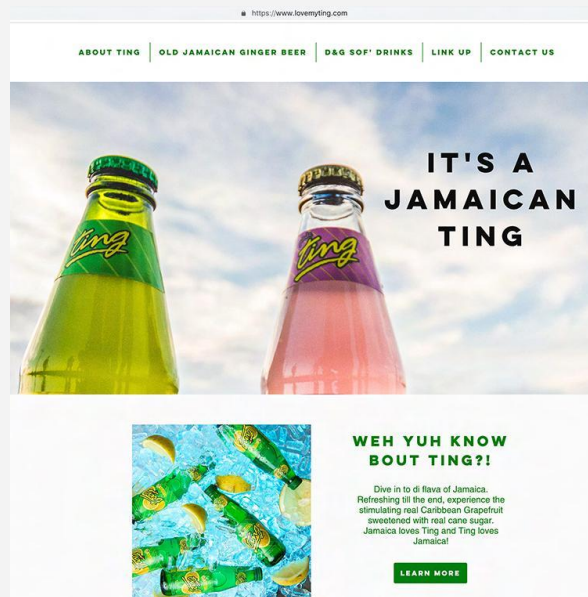
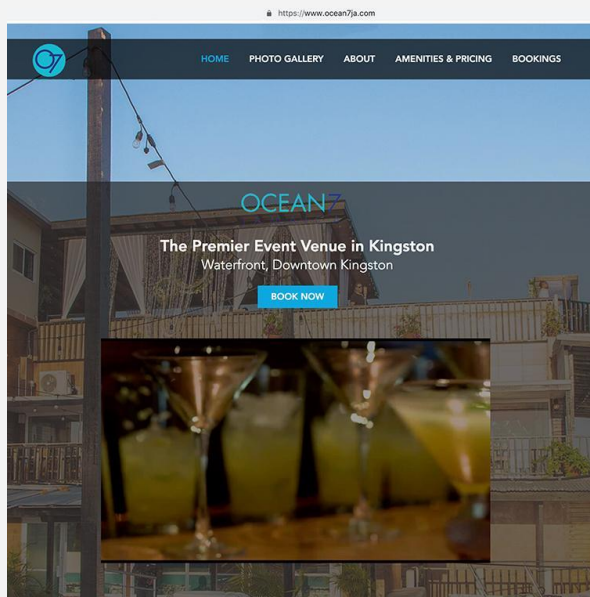
I have been a fan of STUSH from its inception. They have a definitive style blending hard work, creativity, and ingenuity.



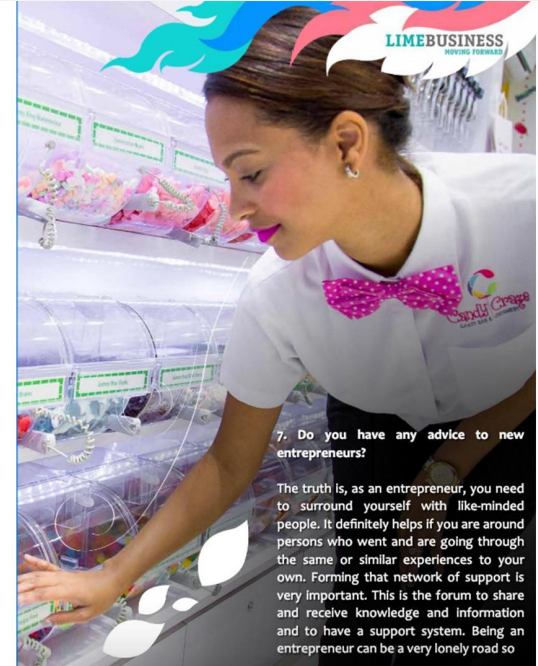
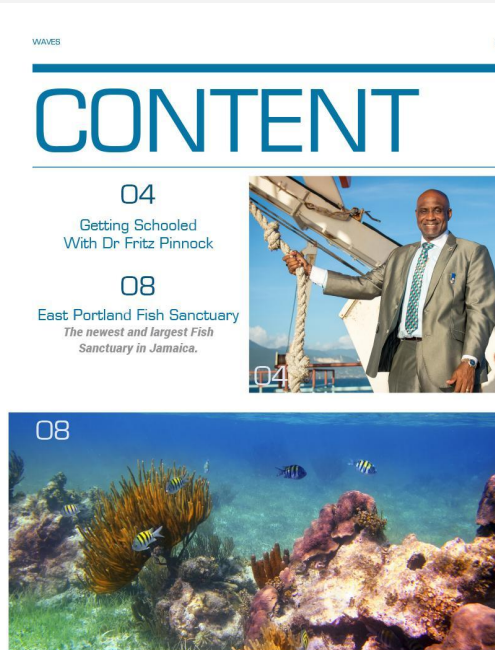
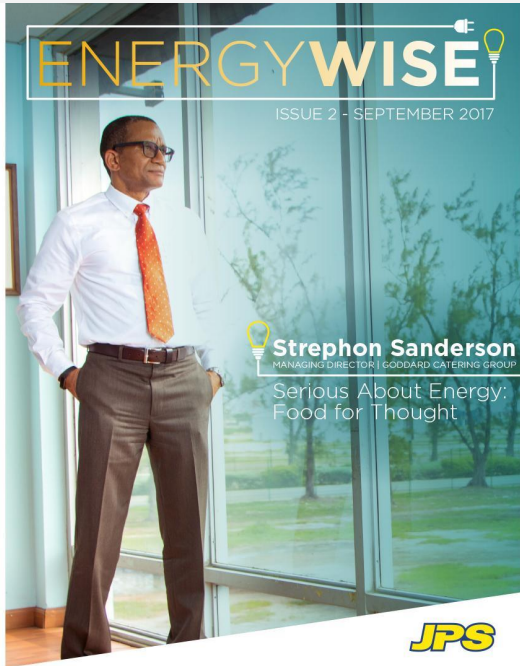
CONTENT IS OUR SPECIALTY



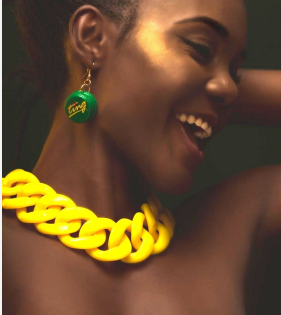
websites



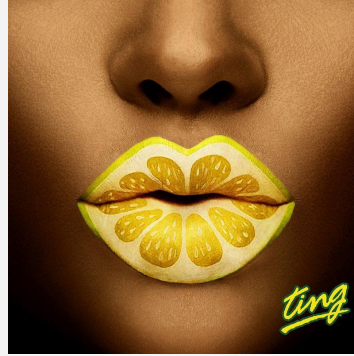
e-zines



content creation - photography



content creation - custom artwork



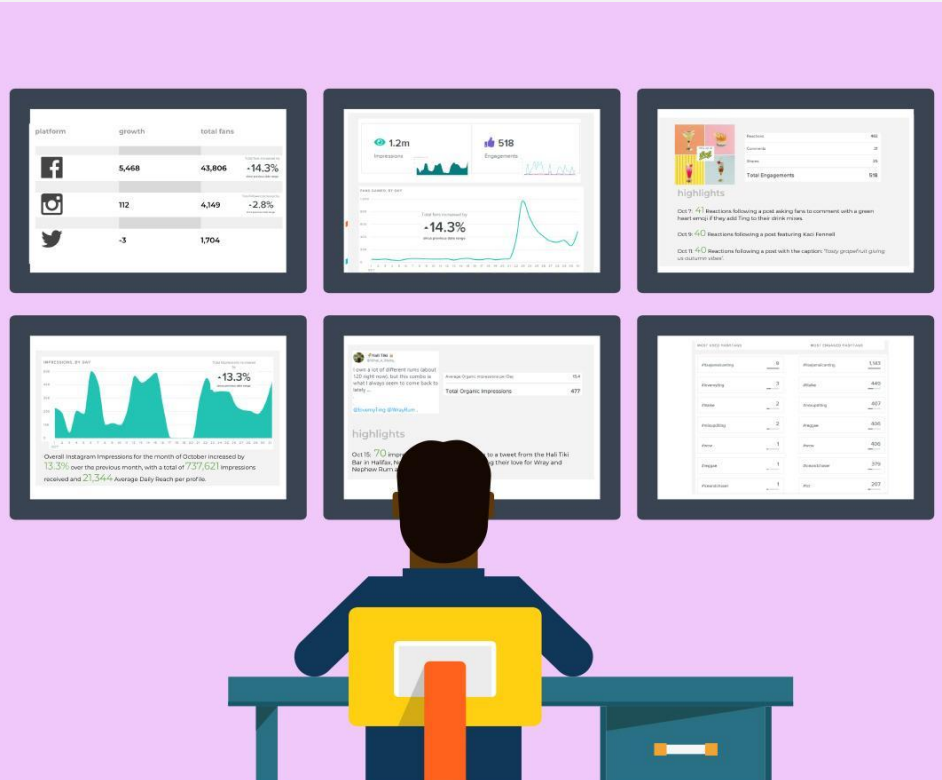
good stories



Connect with fan base through interactive content and good storytelling

- influencer program
- giveaways
- fan reposts

get data



We employ social media listening tools throughout each campaign to ensure targeted audience is reached with:

- Monthly campaign reports
- Data on social media growth, reach, engagement, impressions and interaction
- Advanced analytics
- Targeted demographic reporting



Corporate Training

Individually Tailored Programs For Your Employee Development
Led By Our Network Of Industry Experts

Available Online And In Person

OUR APPROACH

With a decade of operation, serving marketing and communications needs for regional and international businesses, STUSH is uniquely placed to provide corporate training programs that impart the knowledge and skills teams need to keep up with the speed at which industries are changing.

We draw on our network of industry experts, innovation practitioners and thought leaders to create training programs customized to the needs of your business.

PAST CLIENTS

EXPORT



WUN
WOMEN

JMEA



FLOW



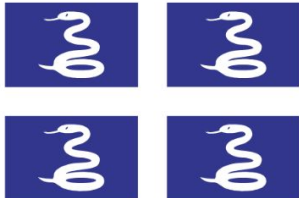
Countries We've Worked



United States



United Kingdom



Martinique



St. Lucia



Barbados



Guyana



Jamaica



Dominica



St. Kitts & Nevis



Puerto Rico



Grenada



Puerto Rico



Trinidad & Tobago



Antigua & Barbados



Guadeloupe

Our Clients



Carib Export



International Trade Center



Flow Jamaica



European Union



UN Women



Rural Agricultural Development Agency



Ministry of Transport & Mining



Lasco Jamaica



Pepsi Jamaica



Gatorade



SeaBest



Digicel Jamaica



ScotiaBank Jamaica



National Commercial Bank



Royal Bank of Canada



Caribbean Development Bank

Story telling Norman Manley International Airport

As one of Jamaica's most well known comedians, Oliver Samuels' inclusion in this commercial inspired trust, and painted the NMIA with credibility and familiarity.

As a result, the NMIA benefited from increased brand awareness, which led to a potential increase in bookings/flights as a result of this campaign.

Video content provides an excellent medium to take advantage of influencer marketing.



UN Women - Ring the Bell Campaign



IF WE DO
EQUAL WORK

THEN WE DESERVE
EQUAL PAY

Ring the Bell
for Gender Equality



UN Women holds an annual Ring the Bell Campaign for Gender Equality event. The event was being held in Jamaica and leading up to the event we were honoured to work with them through promotional graphics and having an online campaign where Jamaican Women were asked to share their opinions on Gender Equality. We sent 40 bells to local influencers and had a great viral campaign reaching over 632,,000 people on launch date in the Caribbean and 1.43 Million people within 7 days.

JN Covid Campaign at HWT Branch

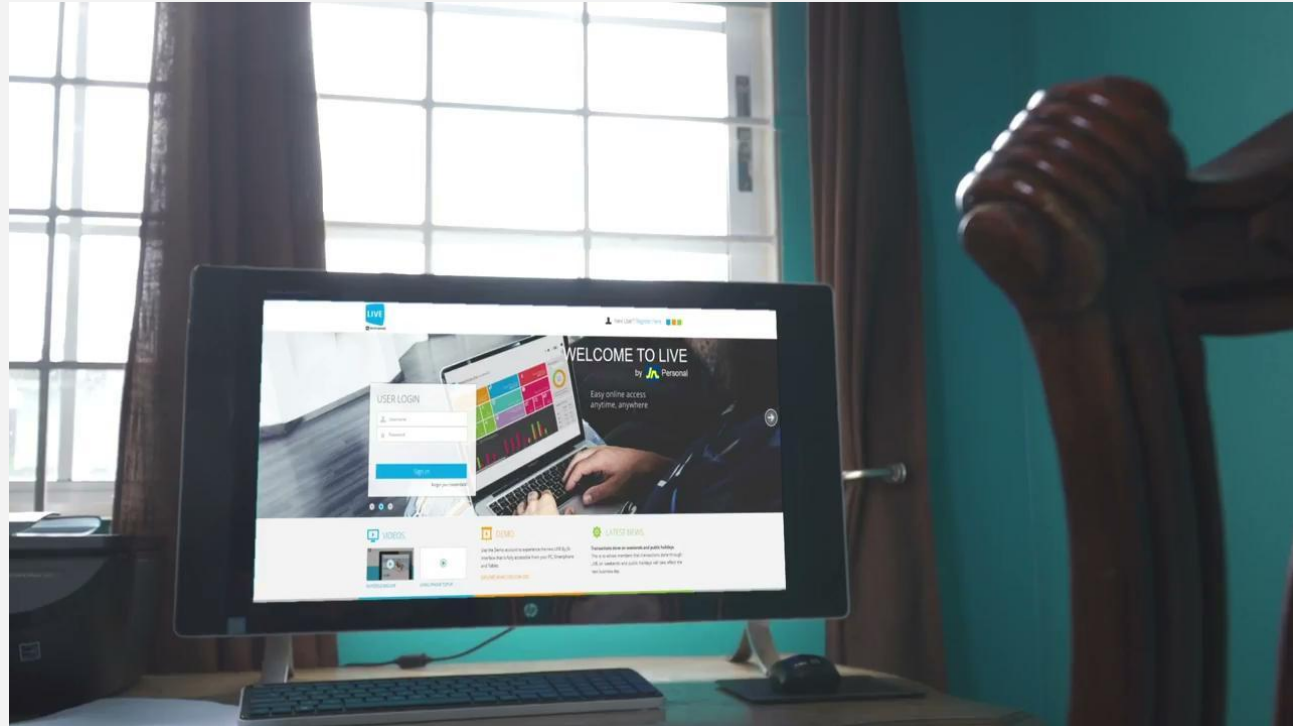
Due to the rise of the global pandemic COVID-19, JN Bank wanted to educate their customers on a few changes and remind them of safer banking options during this time. Stush Marketing was asked to help bring this to life.



**DEPOSIT STRAIGHT
INTO OUR DROPBOX**

JN Covid Campaign on Location

Due to the rise of the global pandemic COVID-19, JN Bank wanted to educate their customers on a few changes and remind them of safer banking options during this time. Stush Marketing was asked to help bring this to life.



Digital Ads - JPS Light Nurse Campaign

The JPS Light Nurse campaign was conceptualised to provide some respite to our nurses who have been paramount in the nation's fight against Covid19.

Nurses were nominated and awarded a monetary discount on their upcoming light bills.

This **digital ad campaign** was well received by the public, who applauded the initiative. Over **200** people took part and it had an over all organic reach of **338,000**.



JPS - Light Nurse Stats

Digital marketing campaign to support the Light Nurse Rollout

2 week rollout

- **338,000** People Reached
- **200+** People Participated in Giveaway
- Achieved a Positive Sentiment of **90.5%**
- Achieved an engagement rate of over **30%**!

Light Nurse Giveaway
WIN IN 3 EASY STEPS!

Powering what matters

PRIZE
light bill credited at
\$20,000

"See caption for details"
- #JPS2020 #JPS #lightnurse

JPS

RADA - Say Yes to Fresh Campaign



RADA - Say Yes to Fresh Campaign Stats



#buylocal #SayYestoFresh #RADAjm



The RADA Say Yes to Fresh Social Media Campaign was created to inspire our local consumers to buy fresh produce from our farmers, and to change our consumption patterns and habits in an effort to build Jamaica. This campaign drove massive awareness and engagement, resulting in a viewership and reach of over **653,000** people islandwide. We also managed to achieve massive social media growth on all platforms used in the campaign, with a **26% collective growth** on Facebook, Instagram and Twitter.

Promotion

Digital marketing campaign to support release of **SPRINTER** in Jamaica.

4 week rollout

- Digital Media Management
- Digital Ad Network Placement
- “SPRINTER Cross Jamaica” Ticket Giveaway Campaign
- Opening Weekend Coverage



JAMAICA NATIONAL GENERAL INSURANCE CAMPAIGN

CASE STUDY

REW UP

WITH **JAGI**
JN GENERAL INSURANCE

ENTER FOR A CHANCE
TO WIN OUR

FUEL FOR YOU!
SPEEDSTAKES!

STUSH
MARKETING





DRIVE SMART CAMPAIGN

JNGI
JN GENERAL INSURANCE

DRIVE SMART

Motor Insurance Policy
for drivers up to 29 years old

Get 40% off your motor insurance premium upon completion of Driver Improvement Course!
#EnjoyingMyNewRide
#ILoveJNGI

PROJECT DESCRIPTION

Stush Marketing produced a 6 month campaign promoting JNGI's new product "Online Insurance Quotes". We created a series of Google ads linking to their website, supported by social media campaigns, on-the-ground executions and online giveaways.

CHRISTMAS GIVEAWAYS

Win weekly in

JNGI
JN GENERAL INSURANCE

Christmas Giveaways!

In no more than 2 sentences, share your road safety message for the Holiday Season with us for a chance to be 1 of our lucky weekly winners.

Week 1
Tutti Frutti Gift Vouchers valued at \$3,000 each



The JNGI facebook and website received:

IMPRESSIONS - 7.2 MILLION
REACH - 324,500
UNIQUE USERS - 1.8 MILLION
NEW FANS - 5,900
WEBSITE VIEWS - 5,357
QUOTES REQUESTED: 1413



Carib Export & Tecca Content Marketing & Development Workshop



TALKING EXPORTS
WEBINAR

LEARN FROM THIS INDUSTRY LEADER.

TAMIA CAREY
CREATIVE GENIUS RESORTWEAR AND LIFESTYLE DESIGNER

HOW TO BUILD LOYAL CUSTOMERS ONLINE AND OFFLINE.

- DECIDE YOUR BRAND VOICE.
- COMMUNICATE WITH YOUR CUSTOMERS FREQUENTLY.
- DETAILED RETAIL STRATEGIES MARKETING.
- EXPERIENTIAL MARKETING.
- COLLABORATIONS.

JULY 23, 2020

FREE CLASS

CARIBBEAN EXPORT DEVELOPMENT AGENCY

STUSH MARKETING

Stush provided knowledge and advice about community management, content creation and marketing in order to help the Artisans improve their online presence and build brand recognition throughout the Caribbean. Contracted by Caribbean Export, to coordinate the documentation of the process through the creation of a range of teaching materials content which captures the process of ideas.

CONTENT PRODUCTION WORKSHOPS

We delivered a series of virtual workshops that will cover content production and branding for entrepreneurs.

Webinars was structured in 2 hour interactive sessions, with 15 - 30 minutes to ask questions at the end. All webinars ended with assignment tasks to be presented and discussed at the beginning of subsequent workshops. Over **320 Artisans** have been touched by this series.

UN Women - Webinar Promotion



Export, Trade & Finance
Wed., June 23, 2021 | Time 10:30am EST/BOGOTA

Register Today!



Audrey Tugwell Henry,
President & CEO, Bank
of Nova Scotia

Maya Johnston, CCO,
Jamaica Producers
Group Limited



This webinar series was implemented as part of the “Win-Win: Gender Equality Means Good Business” programme, which was created in partnership between UN Women, the International Labour Organization and the European Union. This campaign drove massive awareness and engagement, resulting in a viewership and reach of over **1 million** people across the Caribbean. We also managed to send **400+ targeted traffic** to their webinar registration page

Let's Get SOCIAL



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