



the **busby** group

strategic + creative  
communications

[www.thebusbygroup.com](http://www.thebusbygroup.com)

ENTER THE HIVE 



# Welcome to The Busby Group

We are a fully integrated communications agency with a passion for building brands. We are a diverse group of collaborators - writers, designers, digital media makers, strategists, producers - who work closely with our clients to develop and execute unique, effective communications programs. We see problems as opportunities and never lose sight of our clients' goals.

We work with start-ups, companies, entrepreneurs, non-profits, creative innovators and thought leaders. Our core areas of strength and experience are: arts & entertainment, business & technology, books & authors, luxury & lifestyle and political & public advocacy.



**ENGAGE** THE MEDIA 

**INFORM** THE PUBLIC 













**SHAPE** THE CONVERSATION 

**MAKE** A DIFFERENCE 





## Our Capabilities

-  Public Relations
-  Media Relations
-  Digital Media
-  Communications Strategy
-  Brand Development & Architecture
-  Digital & Print Advertising
-  Photography & Videography
-  Social Media & Marketing
-  Reputation Building Campaigns
-  Integrated Marketing
-  Website Development
-  Special Event Planning & Promotions



## The BGroup Difference

### WE BELIEVE

in the power and synergy of teamwork.

WE COLLABORATE. WE COMMUNICATE.

### WE WORK

closely with each of our clients to develop a custom-made, results-driven communications program.

WE ARE CREATIVE AND PROACTIVE.

WE ENJOY OUR WORK.

WE GET SATISFACTION FROM HELPING

companies, entrepreneurs, thought leaders and non-profits achieve their goals and grow their businesses.

### WE KNOW

how to increase media and public awareness of our clients' products, services, ideas and missions.

WE DELIVER.







## Scott Busby | President/Founder

Scott has been an active writer and a leader in the communications field for 30 years. His varied background as vice president at a major PR agency, professional journalist and produced screenwriter – a rare combination among publicists - provides him with unique insight into the business and an extensive network of relationships with which he effectively advocates for his clients.

Prior to creating The Busby Group in 2005, Scott served as vice president and practice leader at CarryOn Communication in Los Angeles, where he focused on the entertainment industry and tech start-ups. He worked as senior associate for Outdoor Media, Inc., a PR and media consulting firm in Washington, D.C., specializing in environmental and conservancy issues. He also worked for the Paul Spindler Company, an L.A.-based agency known for business and investor relations.

As a screenwriter and producer, Scott has been involved with film and television productions all over the world for such companies as Miramax, MGM/UA, Columbia Pictures, Carnival Films (U.K.), ZDF (Germany) and South Pacific Pictures (Australia/New Zealand). He has four produced films to his credit and has contributed to numerous industrial and corporate videos.

As a journalist, he has written for many publications over the years: *Los Angeles Times*, *Dallas Morning News*, *Entertainment Weekly*, *L.A. Weekly*, *Los Angeles Magazine*, *The Washingtonian* and *Texas Monthly*.

Scott has long been involved in the non-profit world. Until recently, he was a proactive board member of The Partnership Scholars, California's most successful pre-college mentoring program for disadvantaged students. He received his Bachelor's Degree in Journalism from the University of Texas at Austin and is a member of the Writers Guild of America, West.

When he's not working around the clock for his clients, you might find him big wave surfing at Jaws Beach on Maui, hitting the double-black diamond runs in Jackson Hole, hiking the most dangerous trails in the Andes or finishing *The Great American Novel*. He is also known for his very active imagination.

## Our Team



**Kelly Vogt Campbell**  
Account Director



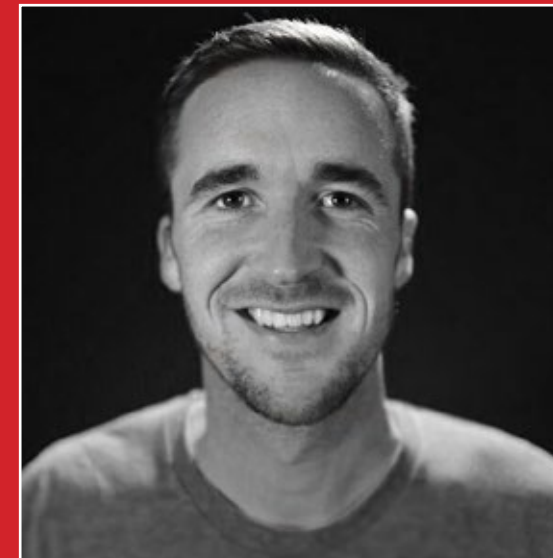
**Holly Peters**  
Creative Director



**Julie Fusella**  
Senior Account Manager



**Essel Borlasa**  
Publicist/Project Coordinator



**Vince Robbins**  
Social Media Ninja



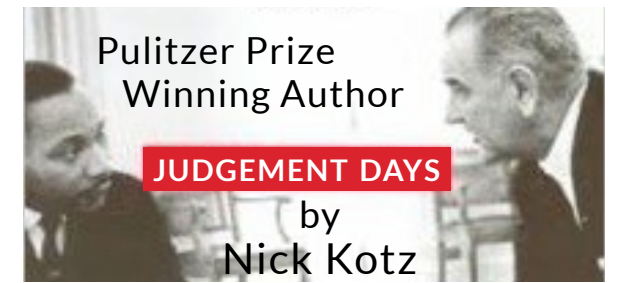
**Hugh Hamilton**  
Photographer/Videographer



# Our Work



Booz | Allen | Hamilton  
strategy and technology consultants





## Dianna Wong Architecture & Interior Design

### W Hotel Washington D.C.

#### Challenge:

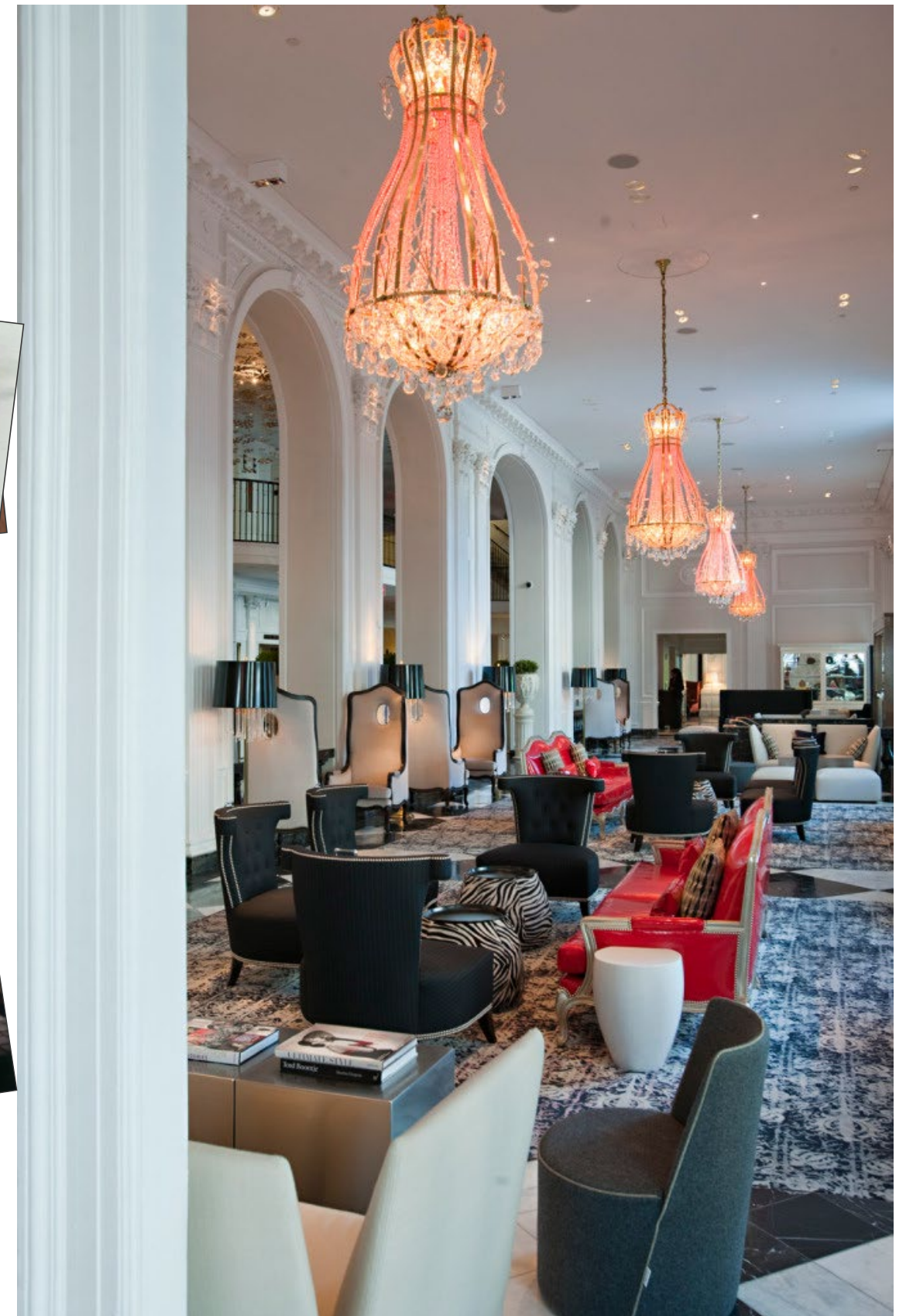
Dianna Wong, internationally renowned architect and interior designer of luxury hotels and resorts, engaged The Busby Group to create a campaign around the opening of the W Hotel in Washington D.C., two blocks from The White House. She wanted to bring attention to her unique creative process and to her elegant, fanciful interior designs that struck a delicate balance between "history and fashion, restraint and sensuality."

#### Campaign:

The Busby Group started by completely revamping Dianna's website and securing new photography, using the opportunity to revitalize and refine her brand. Then we launched a national and international outreach campaign to mainstream, architectural, interior design, travel, hospitality, luxury & lifestyle and women's media. Our team leveraged Dianna's existing portfolio of award-winning architectural and interior design projects and further established her as thought leader in this space.

#### Results:

Our efforts generated more than two million impressions and 25 significant articles, profiles and Q&As in major national newspapers, architectural and interior design glossy and trade magazines as well as substantial pick-up in the Chinese media. Included in the round-up were *The Wall Street Journal*, *The Washington Post*, *Philadelphia Inquirer*, *Harper's Bazaar*, *American Centurion*, *Robb Report*, *Contract*, *Hinge*, *Hotel Design*, *Hospitality Design*, *Workbook* and *Ming Pao Daily News*.





## FYI - Film Your Issue

### Film Competition

#### Challenge:

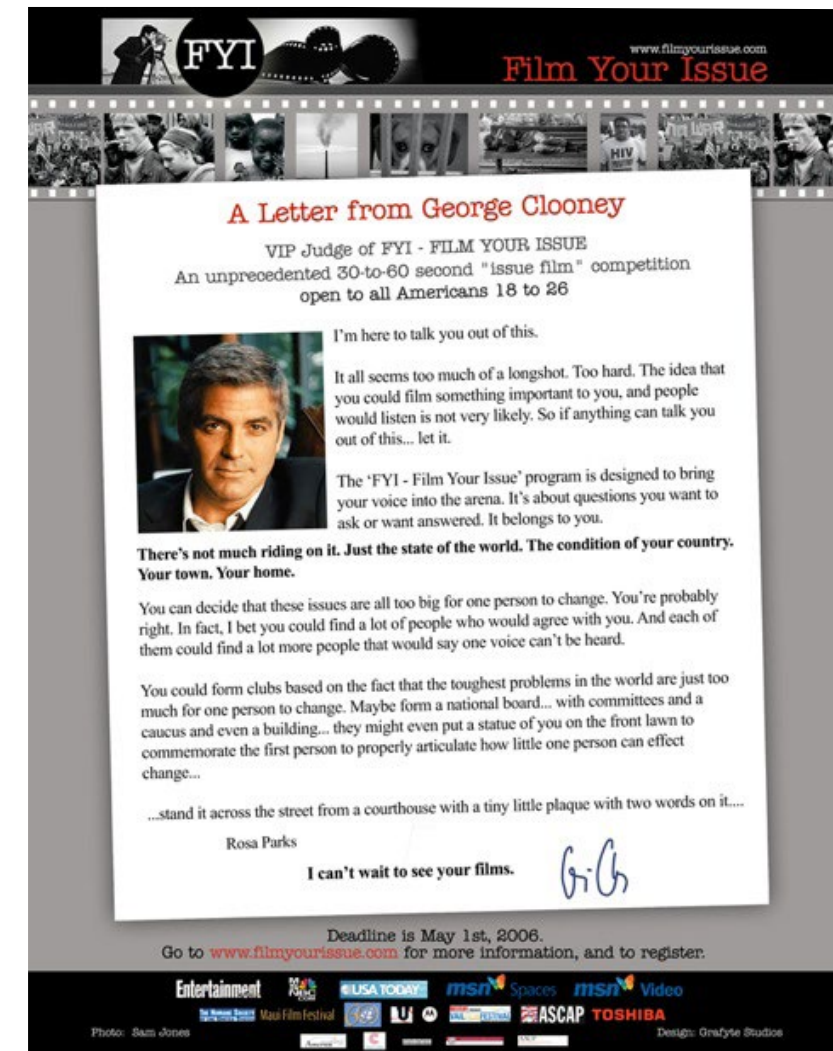
The organizers of FYI – Film Your Issue, an unprecedented national film competition designed to motivate 18- to 26-year-old Americans to create short films about social and political issues important to them, had done a brilliant job of enlisting major corporate and organizational sponsors (Microsoft, Toshiba, *USA Today*, *Entertainment Weekly*, The Humane Society, etc.), and signing up A-list jurors (George Clooney, Walter Cronkite, Mayor Antonio Villaraigosa, etc.). But three months before the submission deadline, they realized that they were missing something – films and filmmakers. FYI hired The Busby Group and challenged us to build awareness and engagement among their vital Millennial target demographic.

#### Campaign:

The Busby Group responded by mounting a multi-pronged media relations and social media/marketing campaign designed to galvanize would-be young filmmakers into action. We saturated the major social platforms - and numerous film and cause-related websites and blogs - with FYI announcements and invitations. We blanketed the mainstream and film/entertainment media with eight press releases and media alerts. We outreached directly to every traditional, independent and alternative film and photography school in the U.S. We delivered customized pitch letters and media kits to the editors of the top 100 university and college newspapers. We engaged campus street teams to post flyers and ran a series of radio PSAs ("What do George Clooney, Walter Cronkite and the Dalai Lama have in common?") on campuses across the country.

#### Results:

Dozens of city and university dailies nationwide picked up the FYI story, as did the major mainstream newspapers, the wire services and public radio. Word of the grassroots nature of the contest also spread quickly via social media. Total impressions were impossible to calculate, but they easily reached into the millions and yielded the desired results. Despite the short time horizon, hundreds of young Americans submitted short films to FYI. During a two-week period in June, MSNBC.com hosted the films of the 35 FYI semi-finalists for a public voting component of the contest. The Busby Group did an intensive outreach to the media outlets in the hometowns and university towns of the 35 young filmmakers to help drive awareness and traffic to the contest. MSNBC.com reported that during those two weeks, more than 88,000 people visited the site, viewed multiple films and voted on their favorites – shattering their previous participation record for a streaming video poll.



"Scott Busby is a class act. He and his team attacked the college market with a fervor, like a dog on a bone, way exceeding my expectations. He has a savvy for hitting local media and university campuses with military precision."

HeathCliff Rothman  
Founder | President



## Jay Nolan Community Services

### ◆ Enabling People with Autism and Other Developmental Disabilities to Live Fulfilling Lives

#### Challenge:

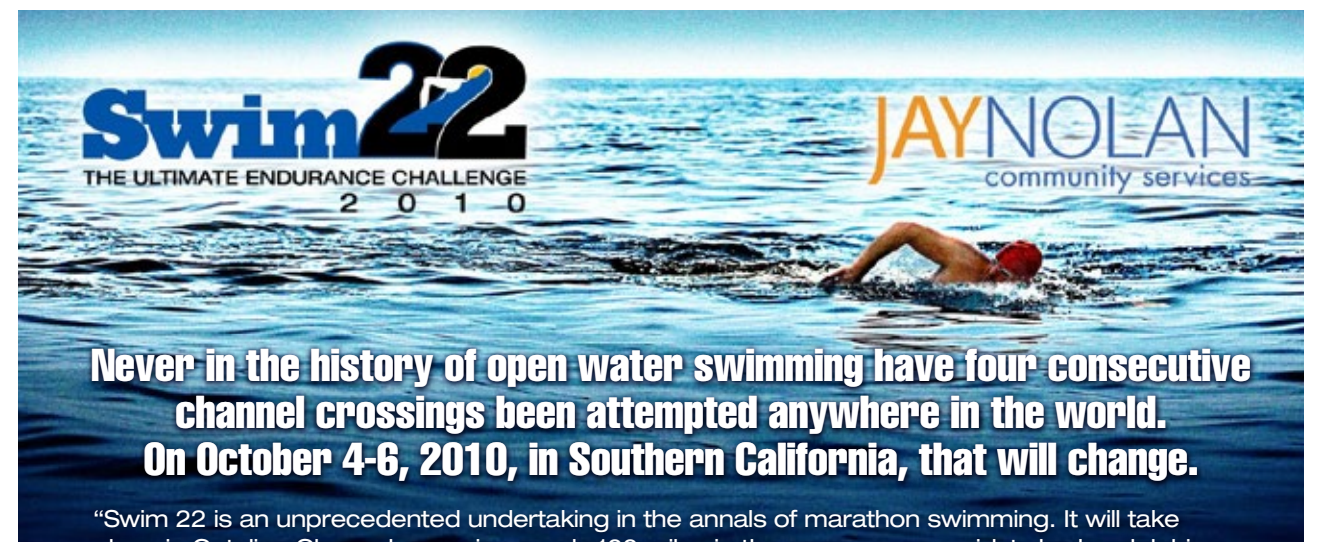
Jay Nolan Community Services was founded in 1975 by a small group of parents who were concerned about what would happen to their autistic children as they - the parents - grew older and passed away. Since that humble beginning, JNCS has grown into California's largest provider of support services for individuals with Autism Spectrum Disorder and other developmental disabilities. When a funding crisis appeared on the horizon during the recession, JNCS turned to The Busby Group to help increase media and public awareness of their services and training center, to bring them "into the 21st Century" with social media and videos and expand their donor base, and to provide leverage in their budget negotiations with the state legislature.

#### Campaign:

The Busby Group responded with an across-the-board effort to update and improve JNCS' website and social media presence. We launched a national and regional PR campaign focused on building the reputation of JNCS' Training & Resource Center and driving traffic to a monthly series of training webinars. We also created a 8-minute informational video that told the story of JNCS, using the voices and experiences of autistic clients, family members and JNCS support personnel. In addition, we produced a series of Public Service Announcement videos - in English and Spanish - referencing the budget crisis and making direct appeals for donations. The Busby Group also ran media relations and outreach for a unique JNCS fund-raising event - four open water swimmers attempting to set a world record by completing an unprecedented 4X continuous relay between Long Beach and Catalina Island.

#### Results:

The combined impact of The Busby Group's multi-faceted campaign produced the desired results, significantly boosting media coverage of the non-profit and its services, pumping up webinar participation and increasing the flow of donations, especially via mGive off the widely played PSAs. Our videos and new collateral material were used in presentations to state legislators, who ended up not cutting funding for JNCS. We also garnered significant local coverage of the athletes who made the arduous 22-mile Catalina swim for JNCS and its people, including *Los Angeles Times*, *LA Weekly* and all the major network affiliate TV stations in Los Angeles.





## John Ridley

◆ Author | Oscar-Winning Screenwriter | Political Commentator

### Challenge:

When John Ridley first came to The Busby Group in 2008, he was already an A-List screenwriter (*Three Kings*, *U-Turn*, *Undercover Brother*), published author and budding media personality. He had begun doing occasional political commentaries for National Public Radio and was on the brink of publishing an insightful and controversial essay on race relations in *Esquire*. He also was simultaneously publishing his first graphic novel, *The American Way*, a politicized look at a black superhero in the 1960s. John challenged us to create a publicity campaign around the *Esquire* piece and his graphic novel that would move him up the media ladder as a national political commentator.

### Campaign:

The Busby Group's first step was to establish an online presence and build buzz surrounding John's writing/commentary. We secured a spot for him as a featured blogger on *The Huffington Post* and went on to feed his first few posts, as well as the essay, to sites like Gawker. John and his sharp, opinionated, often humorous writing caught fire on the Internet and this growing "electronic footprint" immediately started opening doors at national media outlets.

### Results:

We landed an Op-Ed piece for John in the *Los Angeles Times* as well as a first-person essay in *Time Magazine*. This led to more than a dozen media appearances, including on CNN, "The O'Reilly Factor" on Fox, "Real Time with Bill Maher," MSNBC's "Morning Joe" and NPR's "Fresh Air." When the WGA writers strike hit, we secured interviews for John with the *Associated Press*, the *New York Times*, KCRW's "Which Way LA" and "To the Point," and "CBS Evening News." The Busby Group also helped John develop, launch and create content for a non-partisan website called *That Minority Thing*, which provides news, opinions and a forum for expression for underrepresented minority voices on the Internet.



"The Busby Group has done far more for me than merely get out press releases and plant stories in the trades. In short order they have helped me build a platform from which I can voice ideas and opinions I wish to express. More than 'press agents,' they have been agents and partners in my career."

John Ridley



## Gray Area Foundation for the Arts (GAFFTA)

### ◆ Where Art, Data, Design, Sound and Social Technology Meet

#### Challenge:

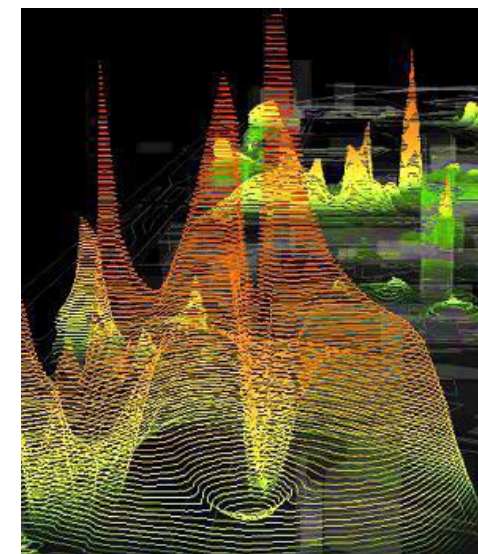
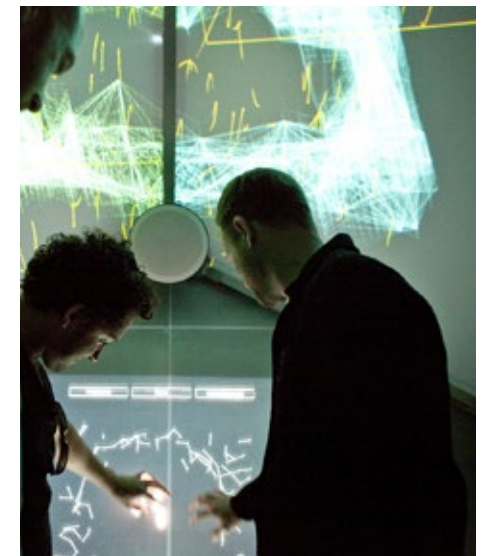
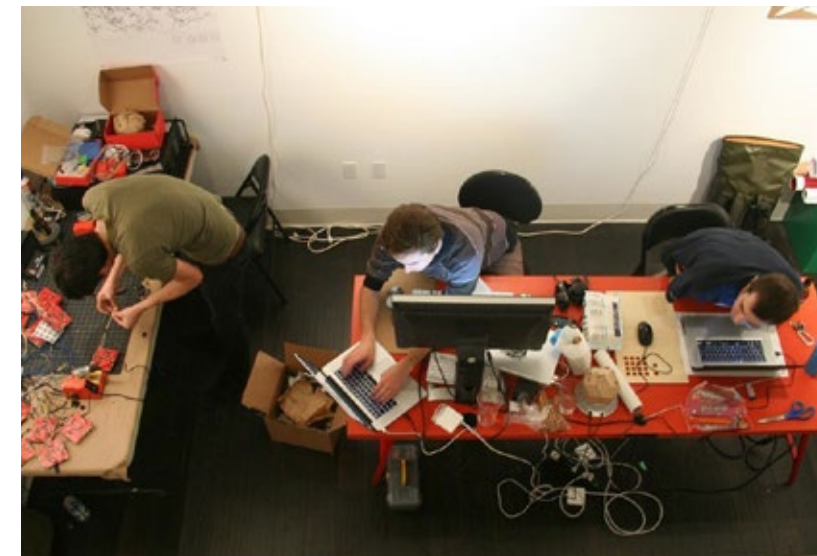
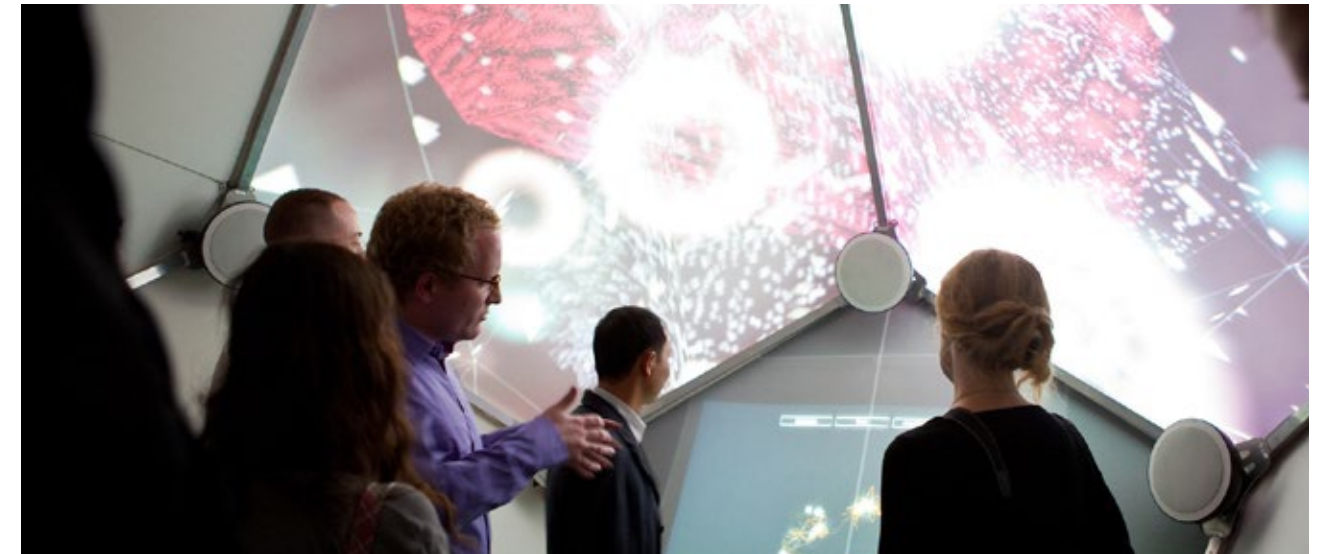
The Busby Group was honored to be chosen to launch Gray Area Foundation for the Arts (GAFFTA) in San Francisco, the first non-profit in the country devoted exclusively to building an appreciation for and participation in digital culture, and to applying art and technology to create positive social impact through education, civic engagement and public programs. The leadership of this unique organization hired us to raise media and public awareness of their mission, drive traffic to their website and creative programs, engage and encourage local artists and technologists to get involved, and move the needle on sponsorships and donations.

#### Campaign:

To achieve these goals, The Busby Group unleashed a torrent of press releases and media alerts regionally and nationally to awaken the media and the region's vast Millennial and GenX populations to the promise of GAFFTA. Our specialists worked in close coordination with the non-profit's exceptional social media team, leveraging a powerful series of sponsored tweets and FB boosted posts and page promotions to draw people into the new, 5,000-square-foot facility in the Tenderloin district. We focused on expanding enrollment and participation in a variety "social artwork" projects, exhibitions, digital fund-raising tool workshops, seminars, hackathons and certification classes via GAFFTA's Creative Technology Studies education program. We also researched and targeted potential donors and like-minded organizations in the Bay Area and beyond, creating visually striking collateral materials with powerful messaging to use during the campaign.

#### Results:

The burgeoning digital arts community in San Francisco and the Bay Area responded, signing up in droves for GAFFTA's programs and/or just hanging out and creating new cross-disciplinary experiments designed to benefit cities, neighborhoods, urban planners and service organizations. Individual donations jumped - as well as government grants - due in part to our PR and social media efforts. An unprecedented, 21st Century, digital arts non-profit was born and continues to thrive.







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