



BEAUTIFUL AFRICA, LLC

MARKETING OVERVIEW

April, 2009



Market Potential

- The market potential for products that have social conscious objectives is higher than ever according to the *New York Times* and other industry publications.
- Social focused programs have the support of celebrities, business executives, and governments.
- Eco-friendly and socially responsible programs will continue to be well received by consumers and retailers worldwide.



Target Marketing

- Demographics
 - Primary Target Market: School-aged children K-7
 - Secondary Target Market: Educators, parents and caregivers of school-aged children K-7, teen and young adult
 - Tertiary: Government, educational and social institutions
- Psychographics
 - Primary Target Market: Children want entertaining and fun-filled activities
 - Secondary Target Market: Educators and parents want high quality, curriculum based educational entertainment
 - Tertiary: Government, educational and social institutions want to be involved with socially responsible businesses
- Geographics
 - Global



Marketing & Promotion

- Comprehensive national consumer PR campaign targeting
 - Family, general interest and entertainment publications
 - Syndicate and wire services
 - National and major market newspapers
 - National and major market broadcast shows
 - National and major market radio outlets



Marketing & Promotion

- International PR campaign targeting people of African descent in places that represent the core of the African Diaspora:
 - Europe (led by England and France) *African European*
 - South America (led by Brazil) *African Brazilian*
 - North America *African American*



Marketing & Promotion

- National events and appearances in top 15 U.S. markets
- Global events in Paris, New York, Beijing, London, Brazil, and Geneva
- Africa events in South Africa, Ghana, Nigeria, and Liberia



Marketing & Promotion

- U.S. festival and community events in Dallas-Fort Worth, Houston, New York, Los Angeles, Chicago, and Atlanta
- TV, online, mobile, and print campaign
- Grassroots outreach to schools, community and government organizations



Marketing & Promotion

- Brand Affiliations

- Connect the Beautiful Africa brand to other brands to bolster our differentiation, expand our brand attributes and increase our visibility.
- Partnerships
- Philanthropies
- Sponsorships



Marketing & Promotion

- Incorporate sales promotion activities into advertising and promotions: Offering free samples, coupons, point of purchase displays.
- Advertising strategies: Celebrity endorsements, word-of-mouth, Internet, TV, radio, newspaper, magazines, billboards, bench/subway ads, direct mail, cooperative advertising with wholesalers, retailers and other businesses.



Marketing & Promotion

- Beautiful Africa™ Website
 - To entertain kids, inform parents, provide teachers and librarians resource materials, and sell products.



Marketing & Promotion

- Position as a vital resource for parents and other involved adults, educators, and kids themselves.
- Build on www.BeautifulAfrica.net
- Content rich in resource materials for educators including home school and includes games, printables, screensavers, quizzes, and more.
- Provides reading tips, book activities, contests, book clubs, information, advice with a focus on materials, programs, and services for children and educators.
- Consumer web promotions.



Marketing & Promotion

- Social Network
 - Beautiful Africa™ is integrated with a social network that provides an online environment for global communications via blogs, forums, video and photo sharing.

<http://beautifulafrica.ning.com>



Marketing & Promotion

- Tradeshows
- Promotional Activities include endorsement radio, shared mail, local events and activities, speaking engagements, printed matter, and more.
- Products will be done in English, French, Spanish and Portuguese representing the largest populations of people of African descent in the world.



Marketing & Promotion

- Publicity activities
 - Press releases and press kit
 - Product launches
 - Awards from the most widely recognized organizations that recommend the best in children's media
 - Product reviews from editors of magazines in our primary and secondary target markets
 - Special events, including community involvement
 - Writing articles
 - Getting and using testimonials from politicians, artists, and business leaders





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