

# BILL KAE LIN

MARKETING.EVENTS.CON SULTING

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# #LOVEWHATYOU DO

Bill Kaelin Marketing isn't just a business, it's a partnership between friends. Our passion lies in finding, creating, and sharing unique brand experiences with the community in order to bring it closer together. Whether we are promoting the latest fitness trend or assisting in a restaurant expansion, taking brand names to the street is what our company does best. We love what we do, and look forward to sharing that with you and yours.

## TEAM



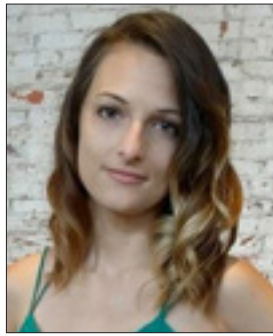
**Bill Kaelin** has been making waves in the marketing industry for nearly twenty years. His experience working with big name companies (e.g. Delta, Starwood), as well as a penchant for current cultural trends, has helped position him as a household name when it comes to marketing, consulting, and event planning. He is an unrivaled ally within the LGBT community and strives to support this in all of his endeavors.



**Candace Parks** is a veteran of the hospitality and interior design industries, and uses her vast experience with both to create unique, interactive events for clients. Whether you are looking to host a grand opening or a private party, Candace knows who to call, how to budget, and what will make your event one for the books. She is also a proud mom of two and constantly amazes us with her time management skills.



# TEAM



**Maressa Michalek** is a brand chameleon, able to transition to specific messaging and voice in the blink of an eye. She has been honing her strategic writing skills since she was in the single digits and was drafted to the BKM team from Scoutmob to assist with project management and social media campaigns. Her passion lies in taking a good business and making it even better (especially if there's food involved).



**Kathleen Cone** is an entrepreneur and co-founder of Atlanta's premier food blog / Instagram account, Hungry Girls Do It Better. She has quickly immersed herself into the marketing world by way of the food and beverage industry, and has a hunger (pun intended) for new projects, specifically when it comes to helping clients to dig into their own passions and grow their roots within the city.



**Catherine Rush** got her start in event management in Athens, GA, booking concerts, coordinating fundraisers, and acting as a liaison for a variety of art functions. Since moving to Atlanta, she has become a pro at local venue sourcing and talent management and has worked to establish event programs for both Besharat Gallery and 368 Ponce. She also has a gift with words and can often be found performing her work around town or speaking her mind in local publications.



Over the years, a fine mixture of creativity, curiosity, and commitment have helped us cultivate a long list of satisfied clients. We have worked alongside a number of inspiring organizations and individuals to create unique, on-brand events in markets across the South, including Atlanta, Miami, Orlando, Austin, Nashville, Houston, and Charlotte.

### ***Specialties:***

- Product Launches
- Grand Openings
- Private Parties

### ***Featured Clients:***

- ArtsATL
- Keune Haircosmetics
- Paces Properties
- Bobby Berk Home
- Lincoln Properties
- Scoutmob ATL
- CF Real Estate Services
- Matrix Residential
- Virgin Atlantic

### ***Services:***

- Conceptualization
- F&B Sourcing
- Location Scouting
- Destination Management
- Interior and Exterior Design
- Photography
- Entertainment Bookings
- Invitee Organization
- Videography

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# CASE STUDY

## KEUNE HAIRCOSMETICS

After assisting Keune on several exciting projects, including a state-to-state salon tour, we were hand-selected to organize the official launch party for their recently rebranded haircare line, Blend. We worked alongside their Atlanta marketing team to create a one-of-a-kind, on-budget experience that would showcase the products to salon professionals and industry insiders.

As Blend represents a clash between old and new, classic and edgy, we knew we had to create an event that included the best of both worlds...

### Our approach:

- **Location scouting**, eventually deciding on a two-story, renovated factory-turned studio space (with exposed brick and hardwoods) that could accommodate 500+ guests
- **Talent acquisition**, including product models, pop-up salon staff, aerialists, DJ, graffiti artist, champagne girl, photographers, bartenders, waitstaff, and security
- **F&B sourcing**, choosing passed bites, cotton candy cart, adult slushies, and two open bars -- all of which blended flavors to enhance the experience
- **Full-scale project management**, including consulting, budgeting, setup, takedown, and recap

**The Blend launch party resulted in a successful reintroduction of the product line to Atlanta and surrounding markets, and we were immediately brought back on to assist with Keune's next big event.**





# PHOTO RECAP

BLEND LAUNCH PARTY AT SOUTHERN EXPOSURE.





# CREATIVE CONCEPTS

BEHIND-THE-SCENES AT OTHER BKM EVENTS.





# CASE STUDY

## SCOUTMOB

Our partnership with Scoutmob began in 2011 when the company was looking to expand outside of the Atlanta market to Washington D.C., San Francisco, and New York. We were chosen to assist in establishing brand awareness based on our knowledge of these cities, including the most popular neighborhood hangouts for food and fun.

### During this initial launch, we:

- Managed the activation program, **traveling to each city, ensuring quality control, proper brand representation**, and that all deliverables were met while keeping costs in line
- Created guerilla-style and grassroots marketing campaigns **customized for each city**
- Produced and managed **highly curated launch parties and pop-ups**
- Met with Scoutmob's local writers and sales reps to strategize membership opportunities
- Set record number for new users and loyalists, surpassing the projected numbers by **400%**
- **Established partnerships** with local vendors, writers, business owners, and charities

We have continued to work alongside the Scoutmob team to establish and promote a series of Hand-Picked curated events, which offer users new, exciting, and affordable experiences to get users out and about in cities across the country. These have included local yoga events at Serenbe and The W Hotel sponsored by Lululemon Athletica, as well as movie premiers and iconic venues like the Castro Theater in San Francisco.





# CREATIVE CONCEPTS

## SCOUTMOB



*cordially invites you to*

## THE OFFICIAL PRE-LAUNCH PARTY




Come meet our DC team and enjoy some food & beverages from around the block.

WHEN: Tuesday, July 19th from 6:00 to 9:00 p.m.

WHERE: Lamont Bishop Gallery  
1314 9th Street NW

WHY: We're officially launching July 20th... and it's high time for a cocktail

WELCOME FESTIVITIES PROVIDED BY SOME SHAW/LOGAN CIRCLE FAVORITES:

## You're Invited to the INAUGURAL 'STACHE BASH

WHEN:  
FRIDAY SEPTEMBER 23RD  
9PM - MIDNIGHT

WHERE:  
ON THE CORNER OF 7TH & NEW YORK  
WASHINGTON, DC

WHAT:  
EXPERIENCE A SNEAK PEAK OF  
ART ALL NIGHT DC<sup>1</sup> CURATED BY  
NO KINGS COLLECTIVE<sup>2</sup>

BOOZE AND BITES FROM SUNDEVICH<sup>2</sup>

TASTY POPS FROM PLEASANT POPS<sup>3</sup>



## THIS AD TASTES LIKE FREEDOM. ALSO: PAPER. STAY CURIOUS, DC.



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APP

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Available on the Android Market



**CURIOUS | ABSURD**  
LOCAL FINDS | MOBILE DEALS

WWW.SCOUTMOB.COM

HAPPY TRAIL  
TITON'S HANDMADE VODKA  
MOSCOW MULE  
TITO'S & SODA  
TITO'S & GRAPEFRUIT

## Cocktails ON THE Belt Line

Join HAND-PICKED ATLANTA  
and TITON'S HANDMADE VODKA  
every weekend to raise to support LIGHT THE LINE  
to add lighting along the Atlanta Beltline.  
How can you help the cause?  
Treat yourself to a few cocktails  
at Atlanta's finest bars, eateries & hangouts.  
You got this, right?

VICTORY SANDWICH BAR JUNE 4-5  
PARISH JUNE 11  
TWO URBAN LICKS JUNE 12  
PARIS ON PONCE JUNE 18-19  
PARK TAVERN JUNE 25-26

Drinks available exclusively  
HANDMADE

# CASE STUDY TABBEDOUT



Austin's hometown heroes, TabbedOut, found themselves in a pickle when they had to re-engage with their local audience as well as launch in Atlanta and Los Angeles. BKM aided in this process by going out in the communities and being loud and proud about it. As an introduction (and re-introduction) to each market, we assembled a group of enthusiastic and motivated street teams, threw a series of soirées to promote engagement, and positively engaged with potential users.

The results of these zealous efforts? A heightened level of engagement in each market and increased number of downloads / buy-ins from the hottest local businesses. This contributed to the success stats that secured the most recent round of funding - coming in for a sweet \$21.5 million boost.

Of course, it would only bode well for TabbedOut to have equally locally invested allies in their corner, which is precisely why we arranged partnerships with local brands such as Do512, Swiss Attic, the Austin Sports & Social Club, Toys for Tots, and SXSW. With friends like that, how could Austin not fall right back in love with TabbedOut?

## How did we manage this?

- Hiring, training, managing, and implementing a 32 member street team across 3 cities, over 6 months, with a focus on new user acquisition and education
- Securing nationally-recognized strategic partnerships with brands like Miller Lite
- Purchasing all media advertising for the Austin and Atlanta markets







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**PRODUCING PARTIES WITH A PURPOSE  
FOR OVER 20 YEARS WITH PRIDE**

**SOUND GOOD?  
GET IN TOUCH**

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