

# DASHA AKELIN

## BRAND PARTNERSHIPS & BRAND STRATEGY

Take a deeper look into a handful of the strategic brand partnerships and sponsored events that Dasha led alongside some of the most high end brands in the industry.



NORDSTROM

SN



HYPEBAE

SMIRNOFF

GENIUS





# CIROC VODKA + ROLLING STONE SUPER BOWL

SUPER BOWL IS THE MOST WATCHED SPORTING EVENT IN THE UNITED STATES, THEREFORE, THIS EVENT WAS A MUST-HAVE FOR CIROC VODKA. CIROC PAIRED UP WITH ROLLING STONE MAGAZINE FOR AN INVITE-ONLY MUSIC FILLED NIGHT AT THE SLS HOTEL IN MIAMI.

## Activation Snapshot

- Ciroc Vodka took over the VIP pool area at SLS Hotel where they served specialty cocktails to all guests of the event while they watched their favorite artists perform
- Performances were made by DJ Khaled & Friends, Ciara and Paris Hilton
- Ciroc Vodka was given the opportunity to feature their two full satellite bar footprints along with their custom POS and decor around the pool area

## Partnership Highlights

- Celebrities that attended included DJ Khaled, P. Diddy, Paris Hilton, Ciara, French Montana, Nick Lachey, Dr. Oz, Yo Gotti, Kevin Hart, Jay Z, and many more.
- Press coverage by Rolling Stone, The Wrap, LA Mag, Miami Herald and more.
- Branding partners included MCM, Vivid Seats, Can-Am On-Road, and Dunkin' Donuts

Dasha was highly involved in the negotiation process with Rolling Stone and their media team to ensure that Ciroc Vodka receives maximum impressions and liquid to lips consumers throughout the event. Worked directly on the decor and POS items to ensure full VIP visibility.





# CIROC VODKA + GENIUS

GENIUS IS A UNIQUE MEDIA COMPANY THAT SERVES MUSIC KNOWLEDGE TO OVER 100 MILLION PEOPLE EACH MONTH ON [GENIUS.COM](https://www.genius.com). GENIUS STARTED OUT AS A PLATFORM FOR ANNOTATING CLEVER RAP LYRICS AND OVER THE YEARS HAS EXPANDED TO INCLUDE MORE THAN HIP HOP AND MORE THAN JUST LYRICS.

## Activation Snapshot

- **Rooftop Stage:** DJ Jinx kicked off the night with a live DJ set, followed by a live performance by Jay Wile
- **Photo Booth:** Guests were invited to take a few photos with their friends that featured a co-branded photo banner on each print out by Bosco
- **Full Bar Footprint:** Open bar furnished and decorated by CIROC Ultra Premium Vodka featuring three custom cocktails using the LTO, Summer Watermelon Vodka

## Event Highlights

- 300 VIP guests attended the event which included various social media influencers, music lovers, Diageo partners, and more
- Talent + Music included DJ Jinx for cocktail hour & Jay Wile for main performance
- Press coverage varied from Vendry to DoNYC

Dasha negotiated logistics which included venue space, bartending staff, working with all partners to maximize budget. Achieved KPI of liquid to lips by serving custom cocktails to 150+ influencers that amplified message to main clientele.





# CIROC VODKA + BOILER ROOM

OPENING CEREMONY ANNOUNCED IT WOULD BE CLOSING ITS STORES IN NY AND LA. AS A FINAL EVENT, THEY FEATURED BOILER ROOM'S FIRST APPAREL LINE, CLUB20/20, FOR THEIR FIRST KICK OFF PARTY.

## Activation Snapshot

- Full open bar footprint featured two well-known Diageo bartenders who served custom cocktails to over 300 fashion influencers and hip hop music influencers
- Boiler Room and Opening Ceremony displayed their apparel collection throughout the store where customers can view and purchase exclusive items
- Photographers from Opening Ceremony and Boiler Room snapped photos of influencers in their Boiler Room gear and Ciroc cocktails

## Partnership Highlights

- Press coverage from Vanity Fair, Flaunt, and Boiler Room
- Over 300 consumers were able to taste the new Ciroc cocktails presented by our high quality bartenders
- Ciroc was able to have new exclusive presence alongside a trendy and innovative fashion brand while maintaining its core demographic

Dasha co-led planning and execution of event from negotiation and conceptualizing to execution. Worked directly with Opening Ceremony partners to establish desired KPI benchmark of consumers sampled to all of their attendees.





# CIROC VODKA + DADDY YANKEE

TO MAINTAIN THEIR PRESENCE IN THE MULTI-CULTURAL DEMOGRAPHIC, CIROC TEAMED UP WITH UNIVISION AND STELLA ARTOIS TO SPONSOR A PRIVATE DADDY YANKEE CONCERT AT THE PLAYSTATION THEATER IN NEW YORK CITY FOR UNIVISION CUSTOMERS AND A FEW LUCKY WINNERS FROM THEIR RADIO SWEEPSTAKES.

## Activation Snapshot

- Ciroc and Stella Artois had a 50/50 split of branding on the two main bars in the theater
- Ciroc negotiated four footprints in the lobby area for their photo activation, Ciroc VS French Brandy footprint, Ciroc Coconut Vodka sampling station and a VIP area next to the stage
- About 1,000 lucky fans crowded the Playstation Theater for an exclusive concert by their favorite Latin artist, Daddy Yankee
- Ciroc VS Brand Ambassador was presenting fans with samples of the new French Brandy

## Partnership Highlights

- Press was limited due to this being a private concert only for Univision customers
- Ciroc Vodka engaged with attendees through their custom photo moment build out where guests can bring home their co-branded photo print out
- Attendees were able to sample three types of Ciroc Vodka skews for maximum visibility

Dasha coordinated all logistics from negotiating branding assets, footprint location and sizes, VIP area, POS items and cocktail formulations/names. My goal was to ensure maximum budget efficiency and ensure equal awareness throughout the venue for all attendees.





# SOMETHING NAVY + NORDSTROM

AS PART OF A THREE DAY IMMERSIVE EVENT, NORDSTROM LIVE, MILK STUDIOS FEATURED A PRODUCT LUNCH/BRUNCH PARTY FOR SOMETHING NAVY. THE BRAND WAS CREATED BY A SOCIAL MEDIA INFLUENCER, ARIELLE CHARNAS, WHO HAS OVER A MILLION FOLLOWERS.

## Activation Snapshot

- Nordstrom's event took over three floors of Milk Studios in NYC where they featured a intimate fashion show for press and fashion critics to showcase upcoming product lines
- After the fashion show, Arielle's guests were able stay for a delicious catered brunch to celebrate her product launch
- A female DJ entertained all guests while they enjoyed their meals

## Partnership Highlights

- Press coverage by Vogue Magazine and Nordstrom
- Celebrity appearances by Anna Wintour, Diane Von Furstenberg, Arielle Charnas, and many more fashion moguls
- Arielle's guests included 100+ social media influencers, trendsetters and fashion critics to help bring awareness to her brand launch

Dasha managed all visual designs including table setting and placements, oversaw all other Production Assistants to ensure visual consistency and handled any troubleshooting problems that arose such as catering mishaps.





# STRONG BY ZUMBA + MILK STUDIOS

TO CELEBRATE THE LAUNCH OF THEIR COLLABORATION WITH CELEBRITY TRAINER, ERIN OPERA, MILK STUDIOS FEATURED A DEMO OF HER NEW WORKOUT ROUTINE WITH VARIOUS CELEBRITY GUESTS AND A HANDFUL OF INFLUENCERS.

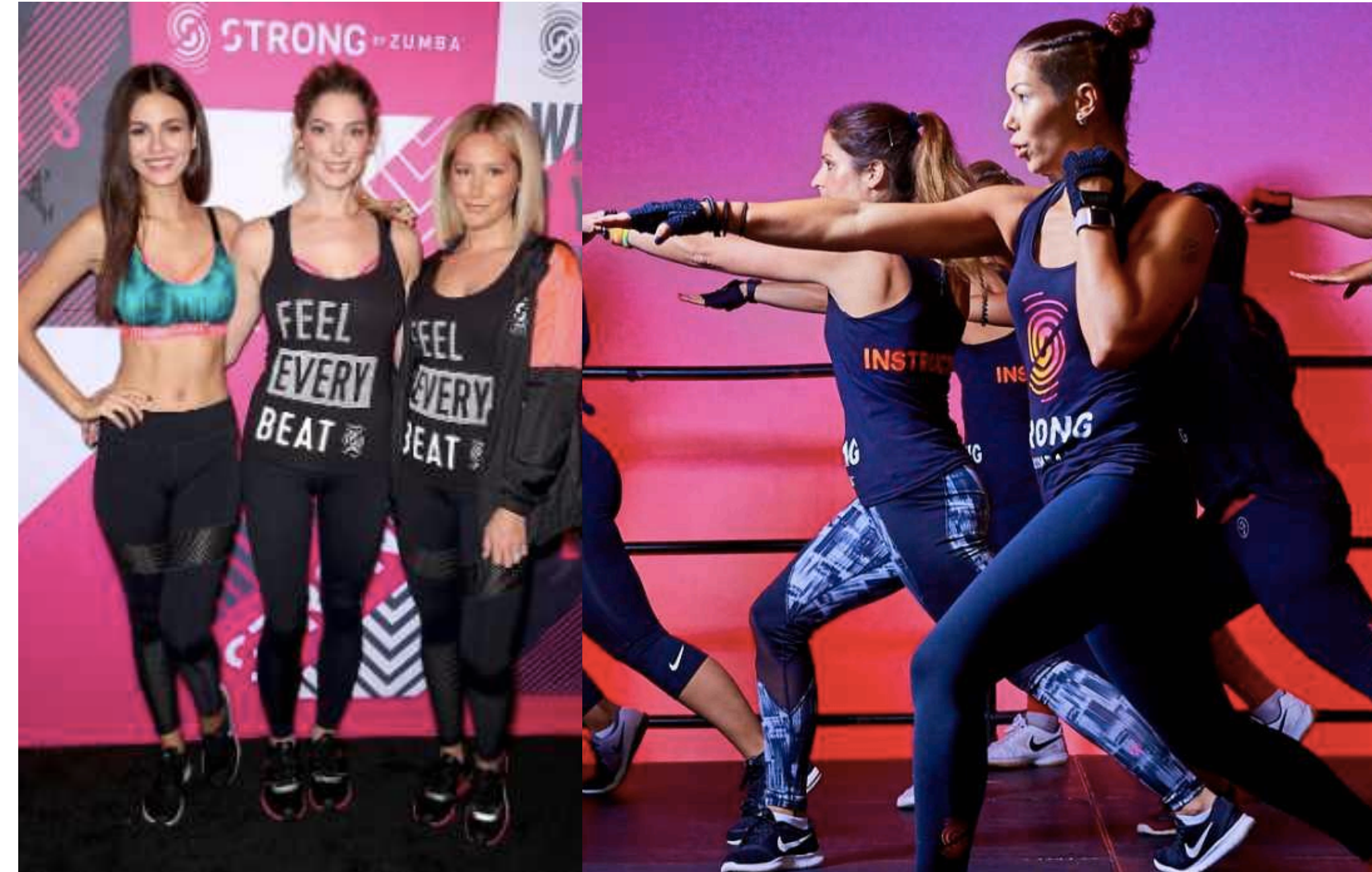
## Activation Snapshot

- Each guest was greeted with custom made STRONG by Zumba apparel such as T-shirts, sports bras, leggings, drawstring bag, towel and sweat bands.
- Dozens of influencers were invited on the floor to join the 45 minute class with their favorite celebrities
- After their workout, guests were provided with healthy and clean catering by KG Fare for hors d'oeuvres and beverages

## Partnership Highlights

- Press coverage by Knockturnal and Just Jared
- Celebrity appearances by Ashley Tisdale, Ashley Greene, Victoria Justice, Jana Kramer and Olympic Gold Medalist Nastia Liukin

Dasha led the visual designing for gift giveaway table, oversaw all other Production Assistants to ensure visual consistency and handled any troubleshooting issues on site.





**LET'S WORK TOGETHER!**