

upscale



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TOYOTA ADVERTISING & BRANDING



Print: 4-2 pg Spread Ads/4/color in **UPSCALE Magazine:** Dec 2018/Jan 2019, Feb/Mar, June/July, Aug/September. * *Toyota to provide creative materials*

TOYOTA Partnerships and Events

- Branding at the Bronner Brothers Intl Beauty and Trade Shows.
- (Feb 2019 and Aug 2019)

Event Listing – Toyota will be listed in **Upscales** Agenda Page

- Print/Website/Digital Platforms/Radio

Print Features – 2 vehicles featured in **Upscale** Magazine print Editorials

Valued at Discounted Rate:

- * **Upscale** will provide written content
- ** Toyota to provide imaging and options/features to be highlighted

Banner Placement - 60 Day Banner placement on website To coincide with bi-monthly magazine print ad (**Value: \$5,500**)

- Video- 60 online commercial spot per month (**Value: \$18,132**) *To be paired with Vehicle Feature*

Vehicle Feature - 1 monthly vehicle feature on website homepage, 8 features total (**Added Value \$13,750**)

- **Upscale** to cover 2 Toyota Events:
- **Upscale** to provide photographers
- **Upscale** to provide writers
- **Upscale** to provide social media personnel
- **Upscale** to provide pre-event, onsite, and post-event social media coverage



CASE STUDY CONTINUED...

- Video- 60 online commercial spot per month, to be paired with Vehicle Feature
- **Vehicle Feature** - 1 monthly vehicle feature on website homepage, 8 features total
- **Upscale to cover 2 Toyota Events:**
- **Upscale** to provide photographers
- **Upscale** to provide writers
- **Upscale** to provide social media personnel
- **Upscale** to provide pre-event, onsite, and post-event social media coverage
- **Target Market** – African Americans Female 25– 45
- **Reach** – Show audience – 25,000
- **Upscale Actions** – Upscale/Bronner Brothers provided a unique venue to display the new EV models.
- **Outcome** - Successful campaign. Toyota had cars displayed on the BB show floor and show attendees could view the vehicles up close and ask questions. Toyota representatives provided with post show attendee demographic and contact list.



upscale
THE SUCCESSFUL EXPERIENCE

The Upscale logo features the word "upscale" in a bold, lowercase, red sans-serif font. Below it, the tagline "THE SUCCESSFUL EXPERIENCE" is written in a smaller, uppercase, grey sans-serif font. The entire logo is enclosed within a thin vertical line on both sides.

UPSCALE/BRONNER BROTHERS BEAUTY AND BARBER SHOP

The Purpose of this program is to advise African American men and women over 50 to receive information on Vyndamax.

VYNDAMAX is a prescription medicine used to treat adults with the **cardiomyopathy** Or wild-type or hereditary transthyretin-mediated amyloidosis (ATTR-CM) to reduce death and hospitalization related to heart problems. It is not known if VYNDAMAX is safe and effective in children.





Program elements:

- Magazines
- Website Banners
- Literature display and literature in Salons/barbershops
- Branded smocks for shop owners
- T-shirts or other giveaway for consumers

Program Length:

- 9 cites for 2 months Each

Target Cities

Atlanta
Miami
Cleveland
Chicago
Detroit
New York (Brooklyn)
Baltimore
St. Louis

Target Market – African Americans Men and Women Over 50+

Reach – 10,000K+

Upscale Actions – Upscale/Bronner Brothers Street teams worked directly with local Beauty and Barber Shops. Consumer completed health questionnaires.

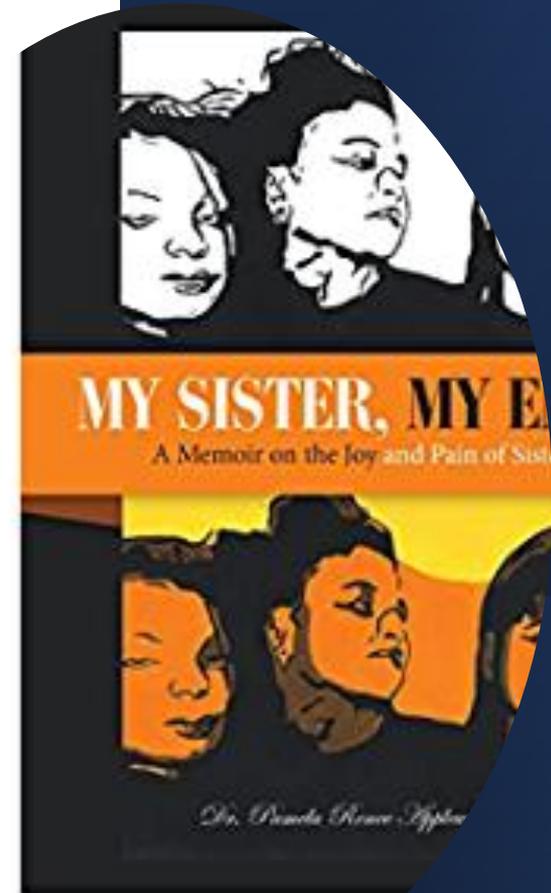
Outcome - A successful campaign. We reached the advertising metrics. Learning curve for implementing digital campaign via SMS Text Initiatives.

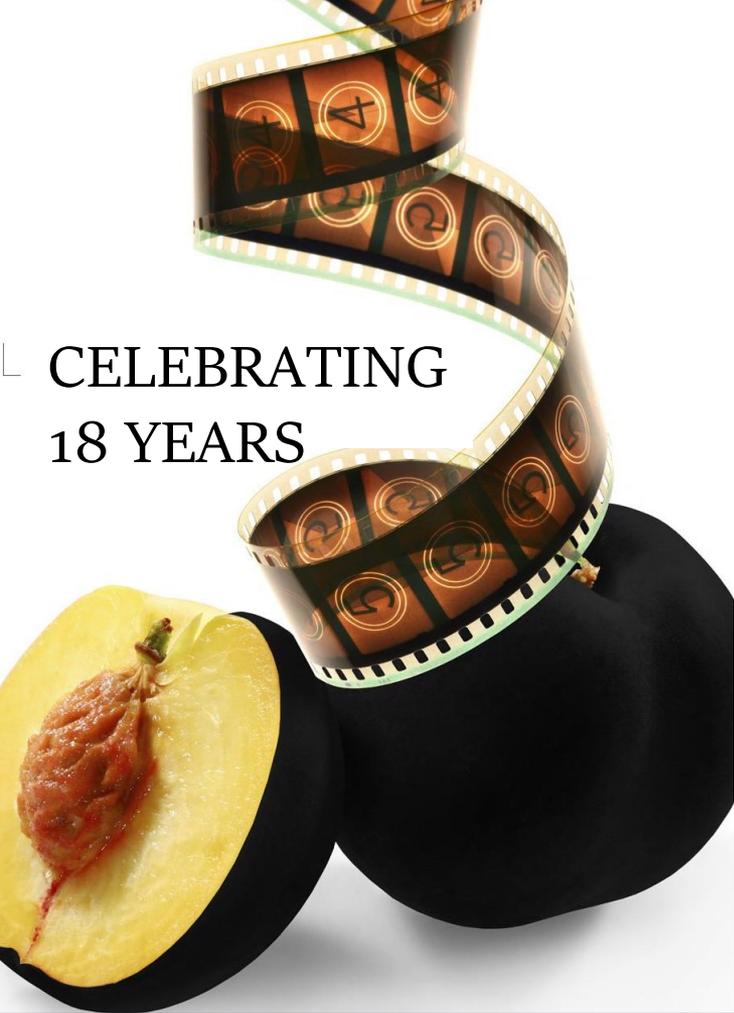
TESTIMONIAL:

"Upscale is the best!! Posting my first book in their August 2022 Issue (*My Sister, My Enemy*) garnered lots of attention". Upscale is the Maestro for African American Culture, Life-Styles and Phenomena". Ms. Millie is the best! She welcomed me a second time for the October-December Issue and took my me to a new level!!!

Thank you-UPSCALE Magazine!!"

Dr. Pamela Applewhite
Author, Psychologist, Teacher





CELEBRATING
18 YEARS

PEACHTREE VILLAGE
INTERNATIONAL FILM
FESTIVAL 2023

REFERENCE:

"We are beyond excited to have established the strategic advertising alliance with the UPSCALE Magazine and Radio Brand!! After 18 successful years, in the Film Festival industry, we look for partners that match our long-term commitment to our global 1.5M+ Digital Community, and the thousands of film and media experts that attend our annual events in Atlanta Georgia. The professionalism, vision, and support we received during our 2020, 2021, and 2022 Festival, continues to add relevancy to our brand." Thank You, Mr. Bronner, and Ms. Millie Harrell!!

James JB Brown & Len H. Gibson, Founders

The Peachtree Village International Film Festival



SECRET TIPS FOR COMPLETE PASSION WITH YOUR LOVER

W

THE ULTIMATE EXPERIENCE

12 MEN YOU NEED TO KNOW

OUR HOLIDAY
CUISINE TIPS
TO FOLLOW!

LETITIA WRIGHT

BLACK DESIGNERS FORWARD IN ACTION

Advertising Space Available in 2023

- Second Cover (2nd Cover Spread) April/June/August/October/December Issues
- Cover Story
April/June/October/December
- 3rd Cover (3rd Cover Spread)
April/June/August/October/Dec.
- 4th Cover April/June



PARTICIPATION STATEMENT

UPSCALE Magazine, Founded in 1989, by Bernard Bronner, Publisher, and Chairman of the Bronner Bros. Enterprise; as an African American Owned, and Woman Led, (COO, Millie Harrell) media entity, we strive to represent the multi-national fabric of our readers, while consistently addressing the issues that impact our culture, with historical achievements, thought-provoking moments, which we carefully balance with levity, by sharing the latest in entertainment, beauty, fashion, fitness and travel.

Our readers are our family; as a result, we pride ourselves on our local, regional, and national community engagement, this boils down to corporate, social responsibility. At UPSCALE we not only encourage conversation for forward movement, and positive change with our readers, we start those conversations. Our participation in the AIMM event, represents a continuation of these conversations.

It will be an honor to share the stage with other media visionaries as a Diverse Media Entity and AIMM member.