

tru **i**deation

IDEATION POWERED BY DATA SCIENCE

Our founders Paul Conte and Camus Celli were part of Nile Rodgers' film and television production company, and have spent more than 20 years in the entertainment industry. Truldeation changed the conversation.

The first agency of its kind with a mission to empower brands to connect with the right audience at the right time.

We believe that together, brand, artists, and entertainers can collaboratively discover and cultivate loyal audiences hungry to engage with viral, organic content.

“ The future of marketing must be one where brands look to their real fans and customers for less (yet, better) branded content for their marketing campaigns. It’s a natural, authentic and, most importantly, honest approach to branded content creation. And it’s exactly what fans and customers need to stay engaged for the long term... Unlike clickbait. ”

-David Hunegnaw AdAge 6/2/17

OUR GOAL

**We collaborate with clients to
discover relevant ecosystems
around your brand,
create high value creative concepts,
and activate meaningful,
relevant brand marketing strategy.**



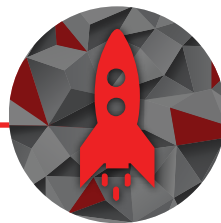
DISCOVER

Utilizing military grade social media intelligence, we identify new & relevant audience (Segments), key Influencer communities (thought leaders), ambassadors, and relevant brand partners.



CREATE

From a one of a kind tech perspective, we create high value creative concepts and meaningful, relevant marketing strategy, to amplify your brand DNA for maximum reach and scale.



ACTIVATE

We build native content, create end to end immersive experiences, and provide campaign performance monitoring and back end data analytics.



CASE STUDY

Truideation was approached by luxury Swiss watch brand TAG Heuer to create a unique campaign with Waterman Kai Lenny around the TAG Heuer mantra **#dontcrackunderpressure**

DISCOVER

Truideation identified a relevant, meaningful partner for the brand and ambassador with SEAPaddle NYC, a 26 Mile charity paddle event around NYC, raising millions of dollars for environmental awareness.

CREATE

Truideation conceptualized and created No Time To Kill, a highly stylized, action packed film featuring Kai in a first ever custom jetboard commute up the East River.

ACTIVATE

Truideation secured TAG Heuer as title and timing sponsor of SEAPaddle NYC with Kai on board as an elite attendee, the activation brought greater visibility and awareness to the event, the brand, and 7x World Champion Kai Lenny with media coverage by 60 Minutes and all TAG Heuer media channels.

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7 West 22nd Street 4th Floor

New York, NY 10010

info@truideation.com

truideation.com

M: (646) 221 - 7919

O: (718) 858 - 3800