

AMAZONCHELLA: A LIVE AMAZON STREAM-A-THON APRIL 2024 & BEYOND



AMAZON ECOSYSTEM

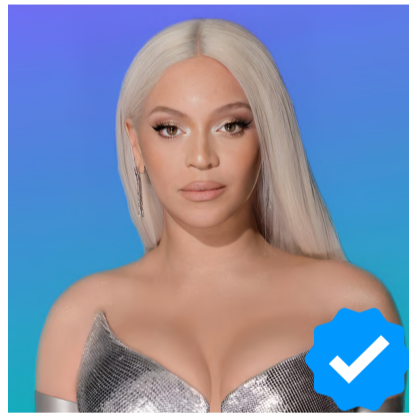
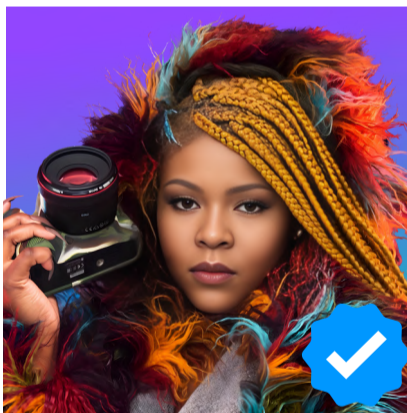


THE FUTURE OF STREAMING

We're thrilled to introduce Amazon's First-ever Live Stream-A-Thon at Coachella! 🔥 Live panels, Live performances, and Live podcasts, all fueled by Alexa, Amazon Music, Amazon Live, Amazon Studios, Audible, AWS, Fire Tablets, Fire TV, Kindle, MGM, Prime Air Drone, Prime Gaming, Prime Video, Ring, Twitch, and Wondery 🥰

Picture this: playing Texas hold 'em Poker against Beyoncé on Twitch, getting in-game tips from Mr. Beast, streaming Coachella artists live from The Invisible House, shopping same-day deals with Tasha Bleu, and binge-watching Mr. and Mrs. Smith with Donald Glover 🐼

AMAZONCHELLA CO-HOST LINEUP:



HANDLE @TASHBLEU
 RELEVANCE HEAD PHOTOGRAPHER & EXECUTIVE PRODUCER
 TITLE AMAZONCHELLA CREATOR
 FOLLOWERS 50.3K

HANDLE @BEYONCE
 RELEVANCE TWITCH STAR/AMAZON MUSIC STAR/PRIME VIDEO STAR
 TITLE MOCK AMAZONCHELLA CO-CREATOR
 FOLLOWERS 319 MILLION

HANDLE @DONALDGLOVER
 RELEVANCE AMAZON MUSIC STAR & PRIME VIDEO STAR
 TITLE MOCK AMAZONCHELLA CO-CREATOR
 FOLLOWERS 4.6 MILLION

HANDLE @MRBEAST
 RELEVANCE PRIME VIDEO PARTNER & BEAST PHILANTHROPY
 TITLE MOCK AMAZONCHELLA CO-CREATOR
 FOLLOWERS 49.6 MILLION

OUR 3 BILLION MISSION:

Tasha Bleu 's strategic approach streamlines brand processes, saving time and delivering impactful optimizations for maximum ROAS. Our mission is to help you reach an impressive 3 BILLION views and convert VOD views into sales. By tapping into Tasha Bleu's connections, including Complex., Highsnobiety, Hypebae, and Hypebeast, with a combined 3.28 BILLION views, we can help you expand your reach.

OUR 3 BILLION MISSION:

Are you ready to revolutionize streaming? This question fuels our THREE BILLION MISSION:

- Tap into Tasha Bleu's meet dia connections:
 - Complex.com: 820 million views
 - Highsnobiety.com: 820 million views
 - Hypebae.com: 820 million views
 - Hypebeast.com: 820 million views
- Leverage a reach of 3.28 BILLION views!

CASE STUDIES

OUR DATA-DRIVEN APPROACH:

- 200% increase in revenue on investment (ROI)
- 200% increase in return on ad spend (ROAS)
- 2x increase in ROI and ROAS per client

DATA-DRIVEN STORYTELLING:

- We convert views into sales successfully.
- We develop new regional programming.
- We enhance user-generated experiences.
- We offer usage reports for transparency.

DATA-DRIVEN CONTENT CREATION:

- Exceed ROAS benchmarks and forecasts.
- Improve top and bottom line accelerations.
- Increase ROI with our multi-platform ads.
- Maximize ROAS for OOH, print, and social.
- Optimize ROAS with our original content.
- Target NORAM, MENA, APAC, and LATAM.

VISIT TASHA BLEU'S WEBSITE



Photo of @Pharrell for Complexcon
Captured by: @TashaBleu

CONVENTIONS TASHA BLEU CONTRIBUTED TO:

- | | |
|--|--|
| <u>AGENDA TRADESHOW</u> | <u>COMPLEXCON</u> |
| <u>BEAUTYCON</u> | <u>MAGIC TRADESHOW</u> |
| <u>CAPSULE TRADESHOW</u> | <u>PROJECT SHOW</u> |

FESTIVALS TASHA BLEU CONTRIBUTED TO:

- | | |
|--|---|
| <u>ADIDAS x NBA ALL-STAR</u> | <u>JORDAN X NY KNICKS</u> |
| <u>HBO INSECURE FEST</u> | <u>NIKE X AIR MAX DAY</u> |
| <u>HYPEFEST (HYPEBEAST)</u> | <u>NIKE X NORDSTROM</u> |

NBA ALL-STAR (LOS ANGELES)

Let's recap the remarkable success that we achieved during the 2018 NBA All-Star Week in Los Angeles, California. Tasha Bleu was a part of the ADIDAS team that was responsible for capturing the digital attention of targeted audiences. Tasha Bleu collaborated with Pharrell, Damian Lillard, Kanye West, Kid Cudi, Pusha T, and Karlie Kloss. Our approach was deeply rooted in understanding the market dynamics and leveraging them to our advantage. The result was an event that not only engaged but also converted, helping ADIDAS to surpass ROAS benchmarks.

NBA ALL-STAR (TORONTO)

Let's recap the remarkable success that we achieved during the 2016 NBA All-Star Week in Toronto, Canada. Tasha Bleu was a part of the ADIDAS team that was responsible for capturing the digital attention of targeted audiences. Tasha Bleu collaborated with DJ Clark Kent, Chicago Don C, Allen Iverson, Swizz Beatz, Victor Cruz, and Shaquille O'Neal. Our approach was deeply rooted in understanding the market dynamics and leveraging them to our advantage. The result was an event that not only engaged but also converted, helping ADIDAS to surpass ROAS benchmarks.



Photo of @KendrickLamar for Complexcon
Captured by: @TashaBleu

CONVENTIONS AND MUSIC FESTIVALS TASHA BLEU HAS SUCCESSFULLY HELPED LAUNCH IN NORTH AMERICA

[AGENDA FEST](#)
(LONG BEACH)

[BEAUTYCON](#)
(LOS ANGELES)

[COMPLEXCON](#)
(LONG BEACH)

[HYPEFEST](#)
(NEW YORK)



BEHIND-THE-SCENES

We've got a team of talented behind-the-scenes photographers waiting to produce candid, on-brand, mind-blowing assets! Imagine owning a treasure trove of multi-platform original content that'll make your customers go wild with FOMO! These exclusive glimpses will guarantee increased year-to-year net sales!

DRONE TEAM
 Tasha Bleu, your go-to photographer and FAA licensed drone pilot, is ready to take our stream-a-thon to the skies! Picture this: Tasha Bleu on the ground, capturing buzzworthy moments for you while our drone team unleashes their aerial wizardry from above! BTS drone assets are perfect for any ad, commercial, or Prime Air Drone demos!



DREAM TEAM

Tasha Bleu knows the secret sauce to media production success: a BTS photographer, a drone team, a digital technician, an audio/video coordinator, and a lighting crew, all working our magic, to your benefit! Tasha Bleu's superpower is her ability to lead our in-house teams, capable of executing at a high-level of excellence!

SPONSOR BENEFITS: ■

NEW PREMIUM CONTENT
 NEW-TO-BRAND CUSTOMERS
 NEW BRAND ASSETS

SPONSOR RESOURCES: ■

CAMPAIGN REPORTS
 TRACKING REPORTS
 USAGE REPORTS

BUILD COMMUNITIES: ■

NEW AUDIENCES
 NEW PARTNERSHIPS
 NEW REGIONAL INITIATIVES

ACTIVATE COMMUNITIES: ■

USER-GENERATED CONTENT
 USER-GENERATED EXPERIENCES
 USER-GENERATED LIVESTREAMS

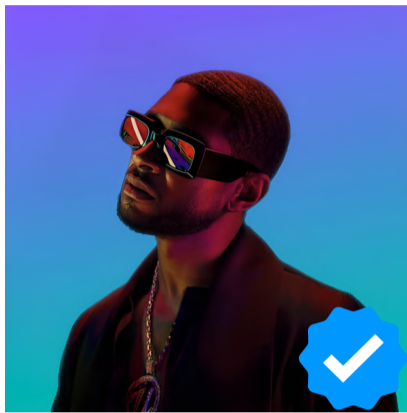
SUPER BOWL HEADLINERS FROM TASHA BLEU'S NETWORK



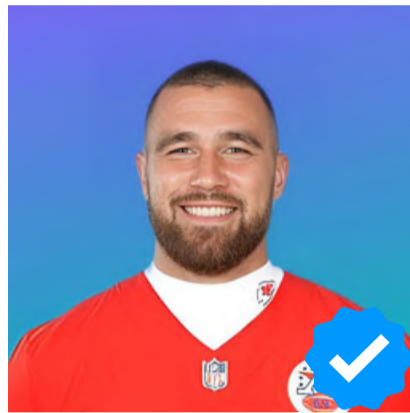
MEET NEW CUSTOMERS WHERE THEY ARE.

By bringing together the world's most die-hard Super Bowl headliner superfans, we have the power to create an electrifying fandom experience! Our stream-a-thon could potentially captivate **THREE BILLION** new video-on-demand users! 📈

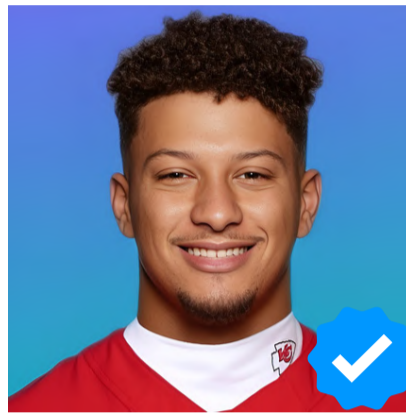
TASHA BLEU'S LINKEDIN PROFILE



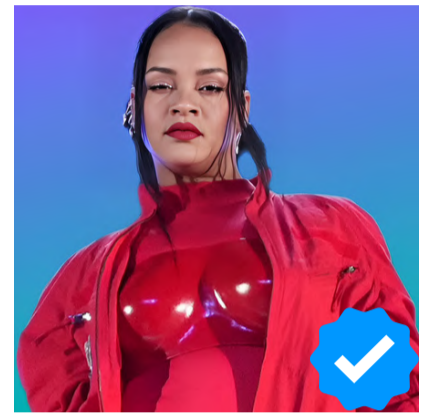
HANDLE @USHER
CONNECTION MANAGER
TITLE SUPER BOWL HEADLINER
FOLLOWERS 12.2 MILLION



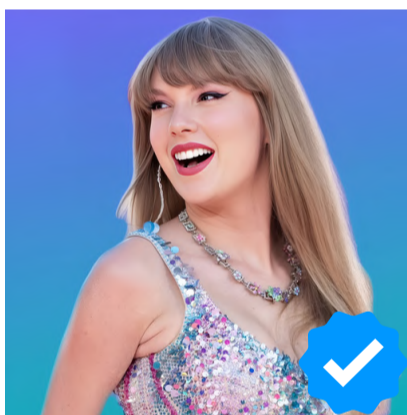
HANDLE @KILLATRAV
CONNECTION CHARITY
TITLE SUPER BOWL WINNER
FOLLOWERS 6 MILLION



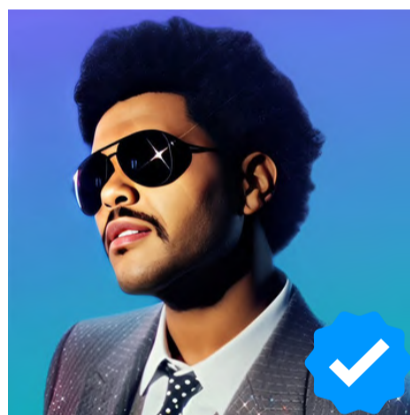
HANDLE @PATRICKMAHOMES
CONNECTION CHARITY
TITLE SUPER BOWL WINNER
FOLLOWERS 6.4 MILLION



HANDLE @BADGALRIRI
CONNECTION CHARITY
TITLE FORMER SUPER BOWL HEADLINER
FOLLOWERS 152 MILLION



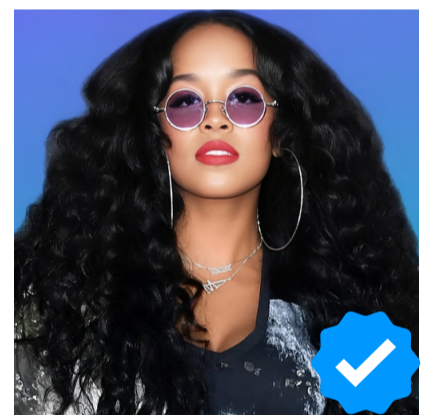
HANDLE @TAYLORSWIFT
CONNECTION RECORD LABEL
TITLE PRIME VIDEO STAR
FOLLOWERS 280 MILLION



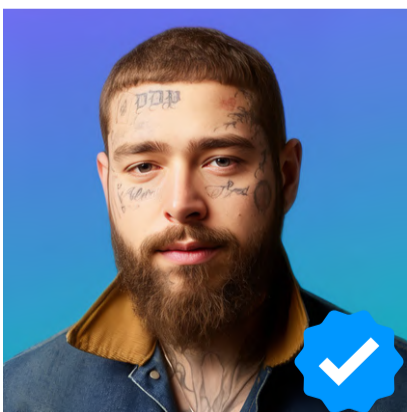
HANDLE @THEWEEKND
CONNECTION RECORD LABEL
TITLE FORMER SUPER BOWL HEADLINER
FOLLOWERS 71.7 MILLION



HANDLE @ALICIAKEYS
CONNECTION FAMILY
TITLE SUPER BOWL HEADLINER
FOLLOWERS 27.3 MILLION



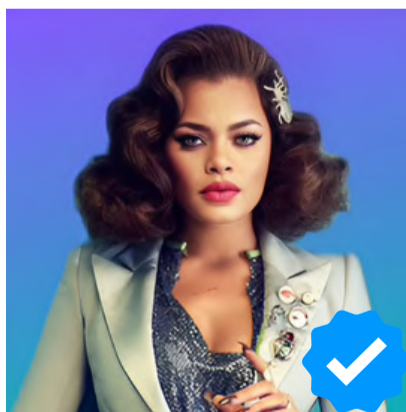
HANDLE @HERMUSICOFFICIAL
CONNECTION RECORD LABEL
TITLE SUPER BOWL HEADLINER
FOLLOWERS 6.5 MILLION



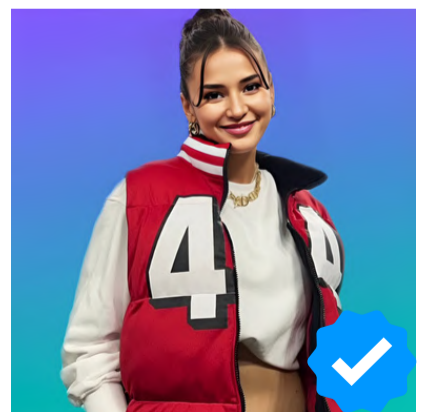
HANDLE @POSTMALONE
CONNECTION MANAGER
TITLE SUPER BOWL HEADLINER
FOLLOWERS 25 MILLION



HANDLE @KASKADEE
CONNECTION RECORD LABEL
TITLE IN-GAME SUPER BOWL DJ
FOLLOWERS 1.2 MILLION



HANDLE @ANDRADAYMUSIC
CONNECTION RECORD LABEL
TITLE SUPER BOWL HEADLINER
FOLLOWERS 599K



HANDLE @KRISTINJUSZCZYK
CONNECTION TEAM
TITLE NFL LICENSING PARTNER
FOLLOWERS 955K

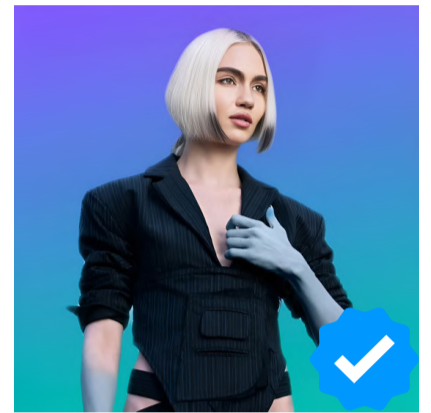
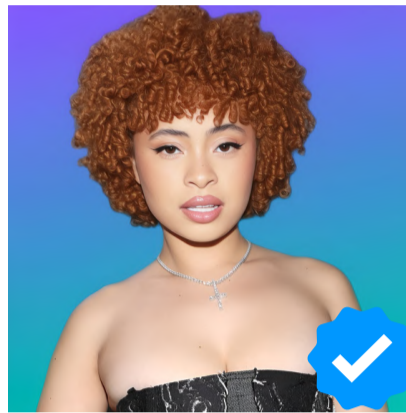
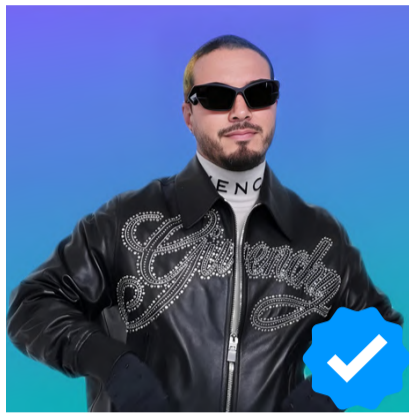
COACHELLA HEADLINERS FROM TASHA BLEU'S NETWORK



MEET NEW CUSTOMERS WHERE THEY ARE.

We crunched the numbers and by uniting Coachella headliner superfans, we can create an unmatched fandom experience, captivating **THREE BILLION** new video-on-demand users! 🤩 Let's leverage this opportunity to reach unparalleled heights! 📈

TASHA BLEU'S LINKEDIN PROFILE

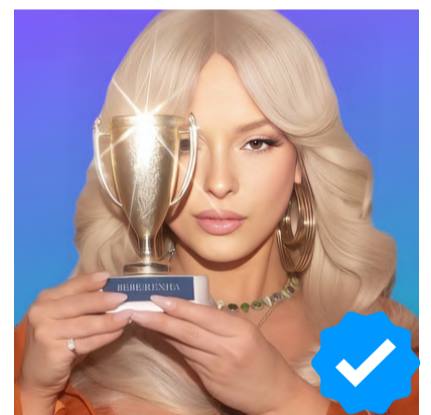
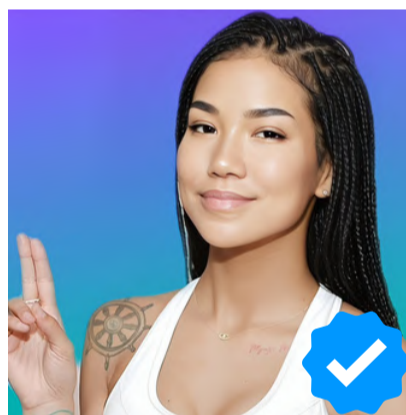
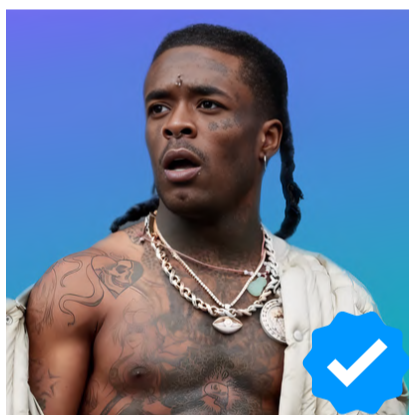
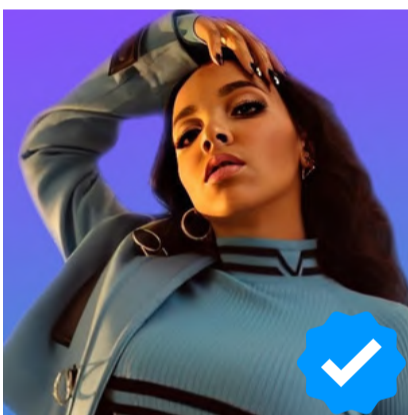


HANDLE @DJSNAKE
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 10 MILLION

HANDLE @JBALVIN
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 51.2 MILLION

HANDLE @ICESPICE
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 10.6 MILLION

HANDLE @GRIMES
 CONNECTION MANAGER
 TITLE COACHELLA HEADLINER
 FOLLOWERS 2.4 MILLION

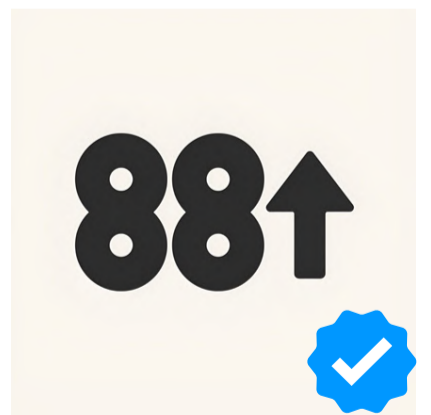
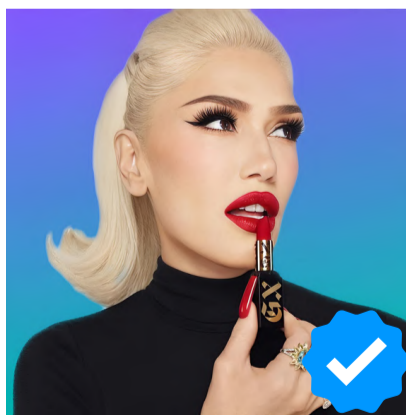


HANDLE @TINASHENOW
 CONNECTION TEAM
 TITLE COACHELLA HEADLINER
 FOLLOWERS 4.5 MILLION

HANDLE @LILUZIVERT
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 17.7 MILLION

HANDLE @JHENEAIKO
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 17 MILLION

HANDLE @BEBEREXHA
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 10.9 MILLION



HANDLE @FEELMYBICEP
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 376K

HANDLE @NAV
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 2.1 MILLION

HANDLE @GWENSTEFANI
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 17.6 MILLION

HANDLE @88RISING
 CONNECTION TEAM
 TITLE COACHELLA HEADLINER
 FOLLOWERS 1.6 MILLION

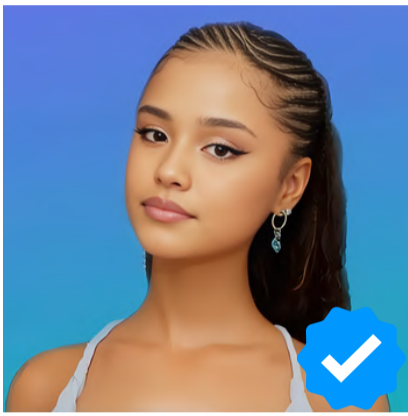
COACHELLA HEADLINERS FROM TASHA BLEU'S NETWORK



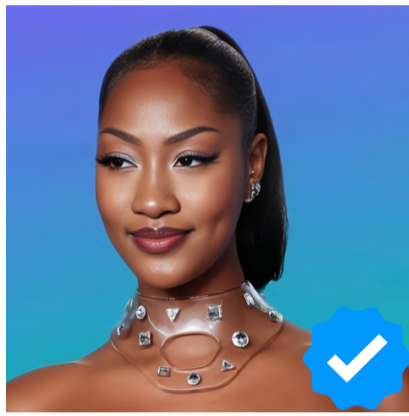
MEET NEW CUSTOMERS WHERE THEY ARE.

We crunched the numbers and by uniting Coachella headliner superfans, we can create an unmatched fandom experience, captivating **THREE BILLION** new video-on-demand users! 🤩 Let's leverage this opportunity to reach unparalleled heights! 📈

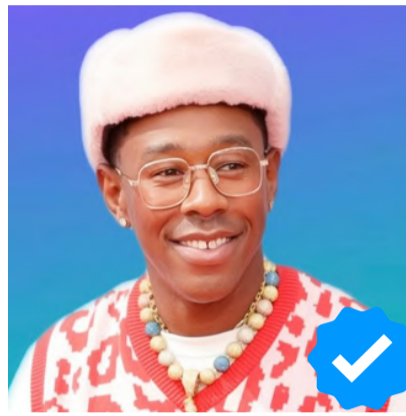
TASHA BLEU'S LINKEDIN PROFILE



HANDLE @TYLA
 CONNECTION AGENCY
 TITLE COACHELLA HEADLINER
 FOLLOWERS 3.5 MILLION



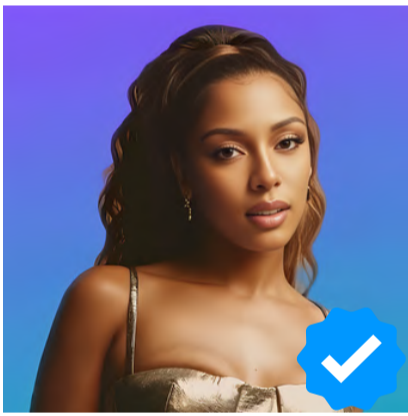
HANDLE @TEMSBABY
 CONNECTION MANAGER
 TITLE COACHELLA HEADLINER
 FOLLOWERS 5.4 MILLION



HANDLE @TYLERTHECREATOR
 CONNECTION BUSINESS PARTNER
 TITLE COACHELLA HEADLINER
 FOLLOWERS 14.4 MILLION



HANDLE @KEVINABSTRACT
 CONNECTION MANAGER
 TITLE COACHELLA HEADLINER
 FOLLOWERS 722K



HANDLE @VICTORIAMONET
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 1.5 MILLION



HANDLE @SKEPTA
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 4.1 MILLION



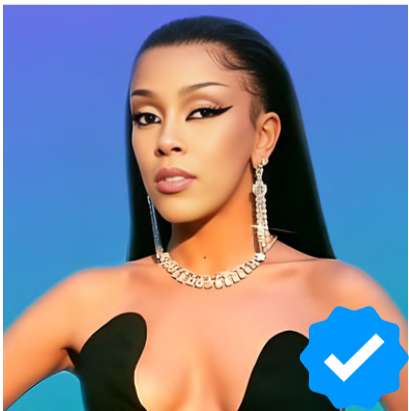
HANDLE @LILYACHTY
 CONNECTION FAMILY
 TITLE COACHELLA HEADLINER
 FOLLOWERS 12.1 MILLION



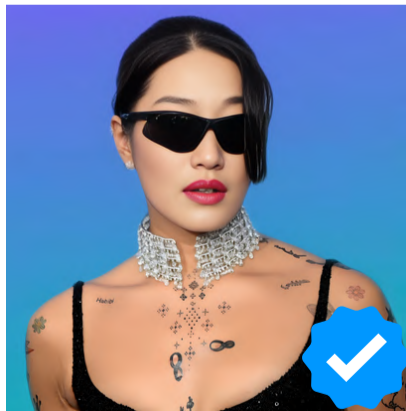
HANDLE @SPINALL
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 2.4 MILLION



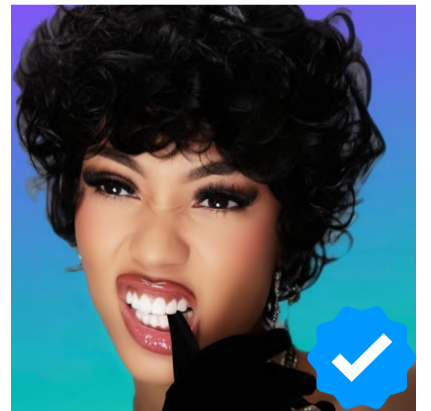
HANDLE @SIDSRIRAM
 CONNECTION DIRECT
 TITLE COACHELLA HEADLINER
 FOLLOWERS 2.1 MILLION



HANDLE @DOJACAT
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 24.6 MILLION



HANDLE @PEGGYGOU
 CONNECTION TEAM
 TITLE COACHELLA HEADLINER
 FOLLOWERS 4 MILLION



HANDLE @COILERAY
 CONNECTION RECORD LABEL
 TITLE COACHELLA HEADLINER
 FOLLOWERS 7.7 MILLION

CELEBRITIES PHOTOGRAPHED BY TASHA BLEU AT BEAUTYCON

amazon
music

MEET NEW CUSTOMERS
WHERE THEY ARE.

As Beautycon's Head Photographer, Tasha Bleu photographed these former Coachella headliners and celebrities multiple times. We could invite these superstars as VIP guests. This would attract THREE BILLION video-on-demand users! 📈

TASHA BLEU'S LINKEDIN PROFILE

ALL IMAGES PHOTOGRAPHED AND COPYRIGHTED BY TASHA BLEU.



@kimkardashian



@snoopdogg



@jordynwoods



@karreuche



@nikitadragun

@bretmanrock



@kellyrowland



@issarae

@riconasty



@iskra



@frenchmontana

CELEBRITIES PHOTOGRAPHED BY TASHA BLEU AT COMPLEXCON

amazon
music

MEET NEW CUSTOMERS
WHERE THEY ARE.

As Complexcon's Head Photographer, Tasha Bleu photographed these current and former Coachella headliners multiple times. We could invite these celebrities as VIP guests. This would attract THREE BILLION video-on-demand users! 📈

TASHA BLEU'S LINKEDIN PROFILE

ALL IMAGES PHOTOGRAPHED AND COPYRIGHTED BY TASHA BLEU.



@kingpush



@kendricklamar



@pharrell



@jadensmith



@andre3000



@migos



@asaprocky

@tylerthecreator



@liluzivert



@tylerthecreator

CELEBRITIES PHOTOGRAPHED BY TASHA BLEU AT HYPEFEST

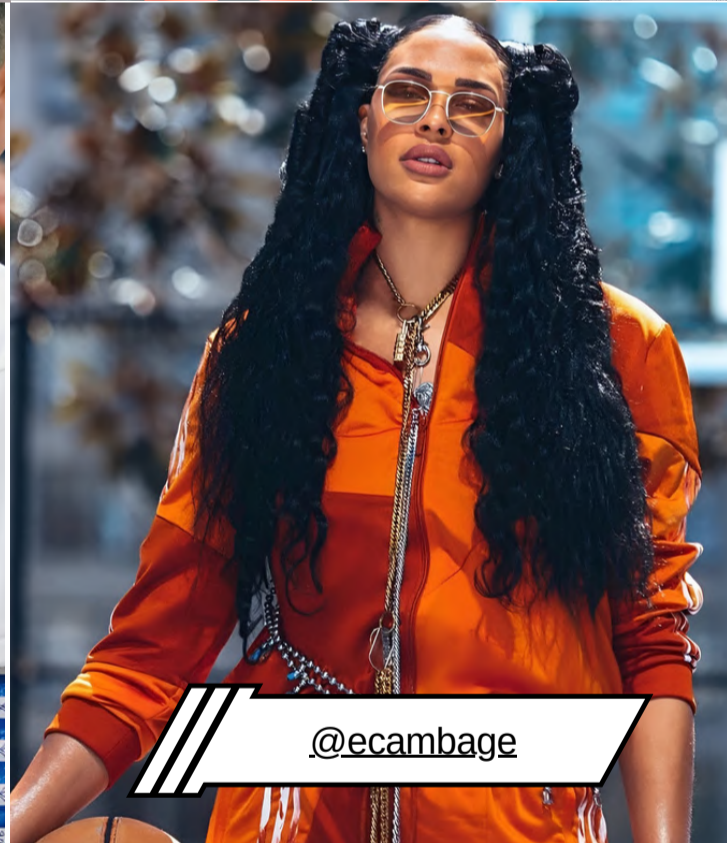
amazon music

MEET NEW CUSTOMERS WHERE THEY ARE.

As a Hypefest/HYPEBEAST Photographer, Tasha Bleu photographed these J-pop icons and key opinion leaders multiple times. We could invite these celebrities as VIP guests. This would attract **THREE BILLION** video-on-demand users! 📈

[TASHA BLEU'S LINKEDIN PROFILE](#)

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Fashion



MEET NEW CUSTOMERS
WHERE THEY ARE.

Tasha Bleu, a renowned HYPEBAE.COM photographer, has produced fashion campaigns for NIKE and ADIDAS. We believe partnering with these world-class brands can drive discoverability and attract THREE BILLION video-on-demand users!

[TASHA BLEU'S LINKEDIN PROFILE](#)

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MEET NEW CUSTOMERS
WHERE THEY ARE.

Imagine the impact of our assets on billboards, hot air balloons, Amazon lockers at Coachella, or wheatpaste walls! Our strategies can help you generate substantial revenue while attracting **THREE BILLION** video-on-demand users! 📈

[READ MORE ON TASHABLEU.COM](https://www.tashableu.com)





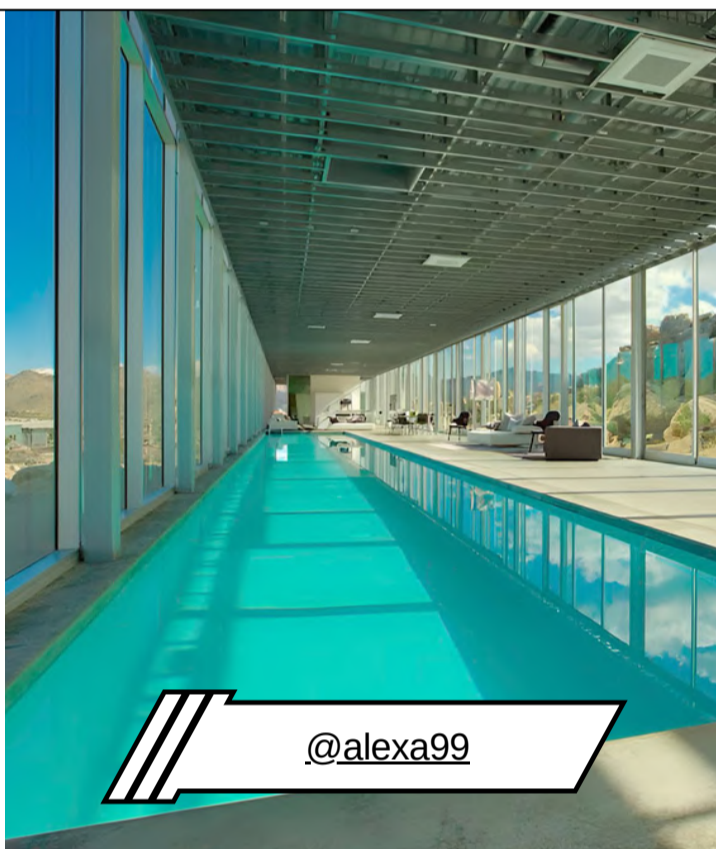
🌵 THE INVISIBLE HOUSE 🌵

Do you recall the world-famous Invisible House that you saw on television? Tasha Bleu has EXCLUSIVE access to it! Let's create a Studio126 replica or a VIP silent streaming paradise with the one and only with Beyoncé, Mr. Beast, and Donald Glover! All powered by Alexa, Ring, and AWS!

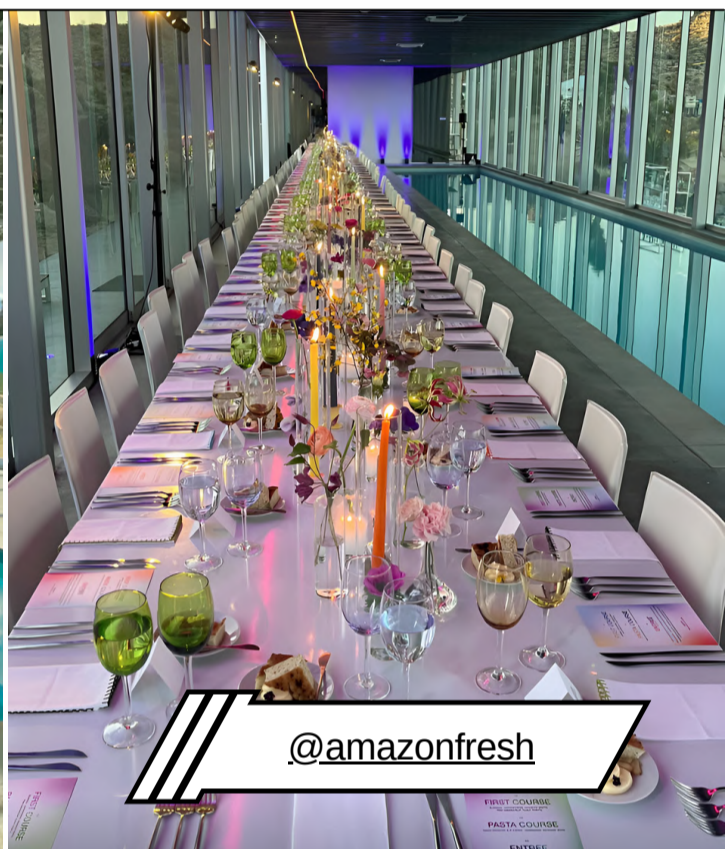
[READ MORE ON TASHABLEU.COM](https://www.tashableu.com)



@amazonhome



@alexa99



@amazonfresh



@rivianofficial



@wholefoods



@amazonhandmade



@amazonhandmade



@amazonpets



@zoox



DELIVERABLES

We can kickstart our collaboration without any delay! This will allow us to dive straight into the deliverables, encompassing both short form and long form, snackable, multi-platform, original content! We look forward to your acceptance to initiate this ultimate marathon of ads and commercials. Let's build community through streaming!

USAGE RIGHTS
We are thrilled to inform you that by taking immediate action, you will be entitled to exclusive rights and full buyout usage rights, valued at \$125,000! This profitable opportunity not only enhances our productized services, but it also grants you complete control and global ownership! Let's make a difference, one stream at a time!



EXCLUSIVITY

By acting promptly, you can secure exclusivity for your brand in our mega collaboration! No other industry player will have access to this venture indefinitely, ensuring you maintain a competitive edge! Time is of the essence, and we are fully prepared to revolutionize the future of streaming and streaming TV!

BECOME OUR NEXT SUCCESS STORY!

With a proven track record of successful collaborations and a vast network of key opinion leaders, Tasha Bleu stands at the forefront of innovation. Our due diligence has confirmed the authenticity of the facts provided, and we are confident in Tasha's ability to execute the project with precision. However, to translate this vision into reality, we are seeking an urgent and substantial investment from a visionary such as yourself. For a comprehensive overview of the project, including detailed downloads and further information, we invite you to visit our dedicated portal. This platform will provide you with all the necessary documentation and insights to make an informed decision.

<https://www.tashableu.com/amazonchella>