

CONCRETE RUNWAY

CAPABILITIES BOOK

Your **Multicultural** Agency Partner

OUR MISSION

We reimagine the experience of media relations: from mundane, to meaningful.

Rooted in the nuance of storytelling.

Driven by the art of storysharing.

Welcome to the Concrete Runway family. We are so pleased to bring your mission to life through a mix of visionary PR strategy and innovative brand partnerships. As a boutique agency led by women of color, you're in attentive hands. Our team provides decades of advertising, public relations and creative experience with a focus on impact, thought-leadership and strategic execution. We are more than just PR practitioners, we are problem solvers. If we learned anything from the year 2020, it's how to be nimble and think against the grain.



Our Strengths

→ **WE ARE BLACK OWNED**

→ **WE ARE WOMEN OWNED**



PR/MEDIA RELATIONS STRATEGY

Crafting narratives that amplify core values and brand pillars



PARTNERSHIP DEVELOPMENT

Building relationships and tapping into signature programs aligned with DEI and multicultural initiatives



INFLUENCER ENGAGEMENT

Creating impact through strategic micro-to-macro influencer alliances



CREATIVE SUPPORT

Designing, copywriting and brand compliance support



MULTICULTURAL CONSUMER ENGAGEMENT

Reaching underrepresented markets by sharing authentic stories and producing truthful experiences



DIGITAL STRATEGY

Dynamic web-based and virtual strategies for a COVID-conscious world



Our Services

MEDIA ASSET DEVELOPMENT

We'll craft your press kits, factsheets and releases. Your talking points + remarks, and content too. We like to get creative here. We find opportunities in your events and activations to create assets that didn't exist before.

MESSAGE CURATION

We transform words and imagery into meaningful messages and poignant stories. We build awareness + positive sentiment around your brand all while amplifying brand pillars. And naturally, we do it with DEI in mind. Always.

MEDIA RELATIONS OUTREACH

We pride ourselves on our relationships. We invest in people and build trust along the way. Our long-standing relationships with the media help us stand out from a crowd when it comes to getting your project the attention it deserves. If you need print, broadcast or non-traditional media, we've got you covered. Our contacts are local, regional, national + global. In other words: we pass the vibe check.

EVENT AMPLIFICATION + PRODUCTION STRATEGY

Brand activations? No problem. Immersive experiences? We got you. Creating 360-degree experiences is where we thrive. We leverage our diverse vendor relationships + strategic partnerships and combine them with influencer brand advocacy to bolster business goals and shape consumer perceptions.

CREATIVE PROJECT MANAGEMENT

We're not your average project managers. As your business expands, so does your process and presence. We're so here for it. We're the go-to team for full-scope creative project management for advertising, entertainment + media industry pros. We transform even a one-woman show into an agency and brand-ready operation. You never have to level-up alone.

INFLUENCER ENGAGEMENT + PRODUCT PLACEMENT

Your product placement is in good hands. We approach influencer engagement with intention. We strategize to pair your brand with the right influencers for you. We place your product with care — and ensure the context is rooted in human experience.



Meet the Team



DANA N. ANDERSON *(she/her)*
Agency Director/Account Executive

Dana founded Concrete Runway, Inc. in 2008 as an independent producer. Now she runs the agency as a globally-minded advertising and PR executive. She proudly wears several hats as a creative multi-hyphenate. While the majority of her career has been focused on multicultural consumer engagement, more recently Dana has had the opportunity to make an impact in the DEI, political and social justice space. Alongside her agency endeavors, Dana is an artist dedicated to creating work that sparks dialogue and action for equity and inclusion.



TRACY ANDERSON *(she/her)*
PR Strategy/Partnerships Director

Tracy's 20+ years in the land of marketing/public relations has granted her the versatility to speak to any consumer. Her enduring love of pop culture has led her to search for stories wherever she can find them, and tell her own with authority in the process. Over the years she's launched dozens of successful communication strategies for mammoth accounts like McDonald's and Toyota. Two decades in media have taught Tracy that a powerful story, told to the right audience, can make all the difference.



KATE O'CONNELL *(she/her)*
Creative Director

In Kate's 10+ years of prolific creative experience in the entertainment and traditional advertising industry, she's created dynamic campaigns for some of the biggest film studios in Los Angeles, such as Marvel, Disney, Fox, Universal, Sony, and Warner Bros. In 2016, Kate took a dramatic turn in her career, shifting her highly-honed experience into the world of progressive politics. Kate is a proud member of the LGBTQIA+ community and takes an active role in fighting for equality and visibility for her community.



GWEN BARKER *(she/her)*

Executive Producer

A native Chicagoan, Gwen has managed and produced commercials, live events and documentaries. Working with clients from Fortune 500 companies to indie filmmakers, she has managed projects with budgets from the multi-millions to the meager. As an Executive Producer for Digitas San Francisco, she started the production department. Gwen's activism includes promoting sustainable tourism as a board member of the Mojave Desert Land Trust, has created a methodology for sustainable event production, and works closely with government entities to develop eco-sustainability as a principal message to regional tourism platforms.



MEGAN LEWIS *(she/her)*

Creative Strategist/Content Producer

Megan's unique skill set combining design, copywriting, DEI and entertainment makes creative strategy second-nature. She's worked across industries including photo/film, architecture, beauty, arts/design, fashion, wellness, music and more. Her clients have ranged from the American Hospital Association to DJTimbukII. She comes with over 15 years of experience and an educational background in journalism and women + gender studies.



CAMILLE JOHNSON *(she/her)*

PR Account Supervisor

Cam truly has a passion for authentic storytelling, specifically targeting Black consumers. Growing up in Minnesota, there was a lack of representation and stories reflecting her own lived experiences. Now as a media relations pro, she finds that it's her life's work to change that reality. She has been honored with the opportunity to support top brands such as Toyota, American Red Cross, and Polaris across several Chicago-based firms.

Clients

- Toyota Motor North America
- Burrell Communications
- Miles Ahead Entertainment
- Creative Marketing Resources
- Peter Potter Music, Inc.
- Antoinette 'Toni' Harris



Our Partners

- Persist
- Super Deep Media
- Swank Publishing
- Scout Local Destination Management



Top-Tier Media Placements

Storytelling is interconnected. It depends on a synergy between tellers and listeners. We find the right stories, and pair them with the right audiences. Our carefully crafted art of *storysharing* has earned our clients media placements across the globe. These are just a few:

billboard



ESSENCE



FOX



DAILY NEWS



**CHICAGO'S VERY OWN
WGN9**

VIBE

heavy.

Our Stories

Case studies giving a closer look at stories
we've crafted + shared for our clients.

Shawn Carter Foundation

HBCU BUS TOUR

Famed artist Shawn “JAY-Z” Carter and his mother, philanthropist Gloria Carter, founded the [Shawn Carter Foundation](#) (SCF) to help people facing socio-economic hardship earn a post-secondary education. During the tour of historically Black colleges and universities, students visit 11 schools — the majority of which become their future academic homes. They also receive 360-degree support through specialized workshops and programming.

Concrete Runway has worked on the SCF HBCU Bus Tour since 2019 by leading the sponsorship brand engagement and media relations initiatives.

OUR ROLE

- Strategically pooling SCF + Toyota resources to build on the shared mission of uplifting students of color at HBCUs
- Fostering a hands-on partnership between Toyota (the sponsor) and the SCF, reaching beyond a financial commitment
- Amplifying Toyota’s commitments in the Black community
- Responsibly sharing the SCF mission through selective media coverage



THE CHALLENGE → Prioritizing the genuine commitment to the SCF mission, while integrating Toyota brand amplification and ROI was critical. The SCF team was rightfully protective of the students and the foundation’s integrity, so building trust was central to our success. We carefully navigated the space between the Carters’ own professional projects and the foundation’s work by focusing on the SCF goals and respecting the Carters’ privacy.



INSIGHTS →

Each year we closely evaluate opportunities for growth and identify ways to scale the program for greater impact. Whether through increased funding, equipment donations, student stipends, or increased access for more students, we make an intentional effort to provide greater value to the students, Toyota, and the SCF team.



How We Did It

- Found fresh programming solutions, utilizing Toyota brand pillars
- Worked closely with the SCF team to build authentic integration with Toyota – focused on student impact rather than overt branding efforts
- Maintained the high level of value to the students both during in-person tours and pivoting to a virtual platform during COVID-19
- Maximized the virtual platform to ensure broader participation across the intended audience, scaling the program's reach
- Integrated Black Toyota representatives into the tour programming by sharing their own educational experiences with the SCF scholars
- Leveraged public figures and influencers who are HBCU alumni to share their stories with the students and simultaneously create media assets
- Worked with [Yard Talk 101](#), a social platform that promotes HBCU pride through broadcast media, to facilitate and host the tour



The Outcomes

IMPRESSIONS

620M

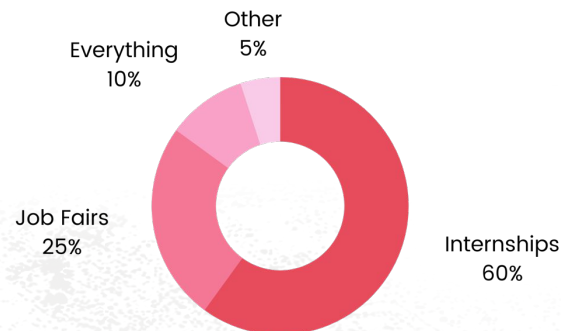
EARNED MEDIA IMPRESSIONS garnered from the Shawn Carter Foundation x Toyota HBCU Bus Tour partnership

THE GROWTH → Program growth expanded annually

- Led to the Toyota-funded SCF Generational Wealth Warriors program with the Wharton School of Business. Select SCF scholars joined the pilot program, gaining skills to thrive economically + learning to better contribute to their communities long term.
- Unlike most sponsored partnerships simply gifting funds, Concrete Runway consistently brought unique depth to this partnership including – and beyond – financial contributions.

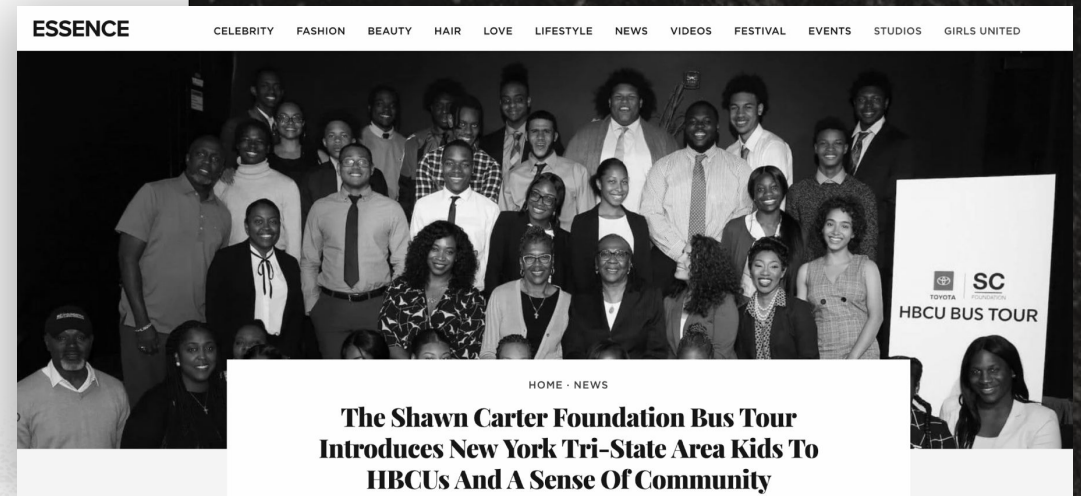
THE DATA →

Acquired survey results showing SCF scholar areas of interest in Toyota programming:



“I applied to 10 HBCUs following the bus tour and was accepted into my top two choices, Morgan State University and Virginia State University. Besides the bus tour encouraging me to apply to HBCUs, it also motivated me to succeed in college. Hearing encouraging words from successful Black entertainers gave me a sense of empowerment.”

— SCF Scholar on HBCU Bus Tour





Vote Wisconsin 2020

VOTER REGISTRATION CAMPAIGN

Wisconsin Voices helps people across the state connect with their communities, learn more about issues that matter to them and take action on what they believe. The goal? To build a more inclusive democracy by boosting civic participation across the state. Wisconsin Voices turned to Concrete Runway and our partners at Persist to develop a far-reaching voter registration campaign during the 2020 election cycle. **Concrete Runway helmed the PR deliverables for the VOTE WISCONSIN 2020 campaign.**

OUR ROLE

- Reconceptualize a public-facing web version of the app with a robust marketing plan to drive traffic its way
- Build an integrated campaign strategy across project teams: digital, television, social, PR + experiential
- Develop, manage + position PR content
- Actualize media relations outreach
- Produce campaign activations + experiences
- Copywrite the regional broadcast campaign spots



THE CHALLENGE → There had been an uptick in voter suppression efforts across Wisconsin and predictably, voter registration had taken a major hit. Then came COVID-19 and we quickly learned that our intended face-to-face canvassing disappeared overnight, plus:

- Traditional news cycles were upended by COVID-19 updates
- Uncertainty surrounded the Milwaukee-hosted 2020 Democratic National Convention
- Kenosha police shooting of Jacob Blake + subsequent Rittenhouse murders sparked unrest, shifting our target audience's focus

Our new mission was to strategize, create and amplify a digital platform – now the primary driver of voter registration. It was essential that underserved communities could easily and instinctively maneuver around barriers to entry and successfully register to vote.



HIGHLIGHTS →

Through our partnership with DeDe in the Morning, we:

- Built message integration with Shape Up the Vote
- Acquired video assets from the Young Voters Virtual Forum which served as shareable social + PR content
- Added value from local radio affiliate [Jammin' 98.3](#) through on-air promotion, social media + website placement



How We Did It

Concrete Runway came on board to reimagine the original project after COVID-19 demanded a pivot. So we put our heads together for a rapid redirect and approached the challenge by:

- Reaching young Black + Brown voters by producing our **Week of Action** in alignment with National Voter Registration Day
- Launching our **Young Voters Virtual Forum** in partnership with the top urban radio show [DeDe in the Morning](#), with the Queen of Morning Radio DeDe McGuire
- Hosting an in-person voter registration activation (following CDC guidelines) at [Gee's Clippers](#), Milwaukee's famous health- and community-building barbershop
- Launching digital + television ads developed for crucial audiences
- Building a social influencer campaign that added credibility, name recognition + word-of-mouth transmission via the livestream round-table with new young voters

PARTNER AGENCY →

[Persist](#)

Women + LGBTQIA+ owned

INSIGHTS → Concrete

Runway is multicultural, just like this project's desired audience. We made sure our unique, inclusive POV reached across each segment of this project.



The Outcomes

VOTER REGISTRATION



Registered more than **30,000 voters** directly via VoteWisconsin.com + more via the state site.



Engaged **160,000+ users** with voter registration services and information on our site. Drove tens of thousands of users to the state's online registration site.



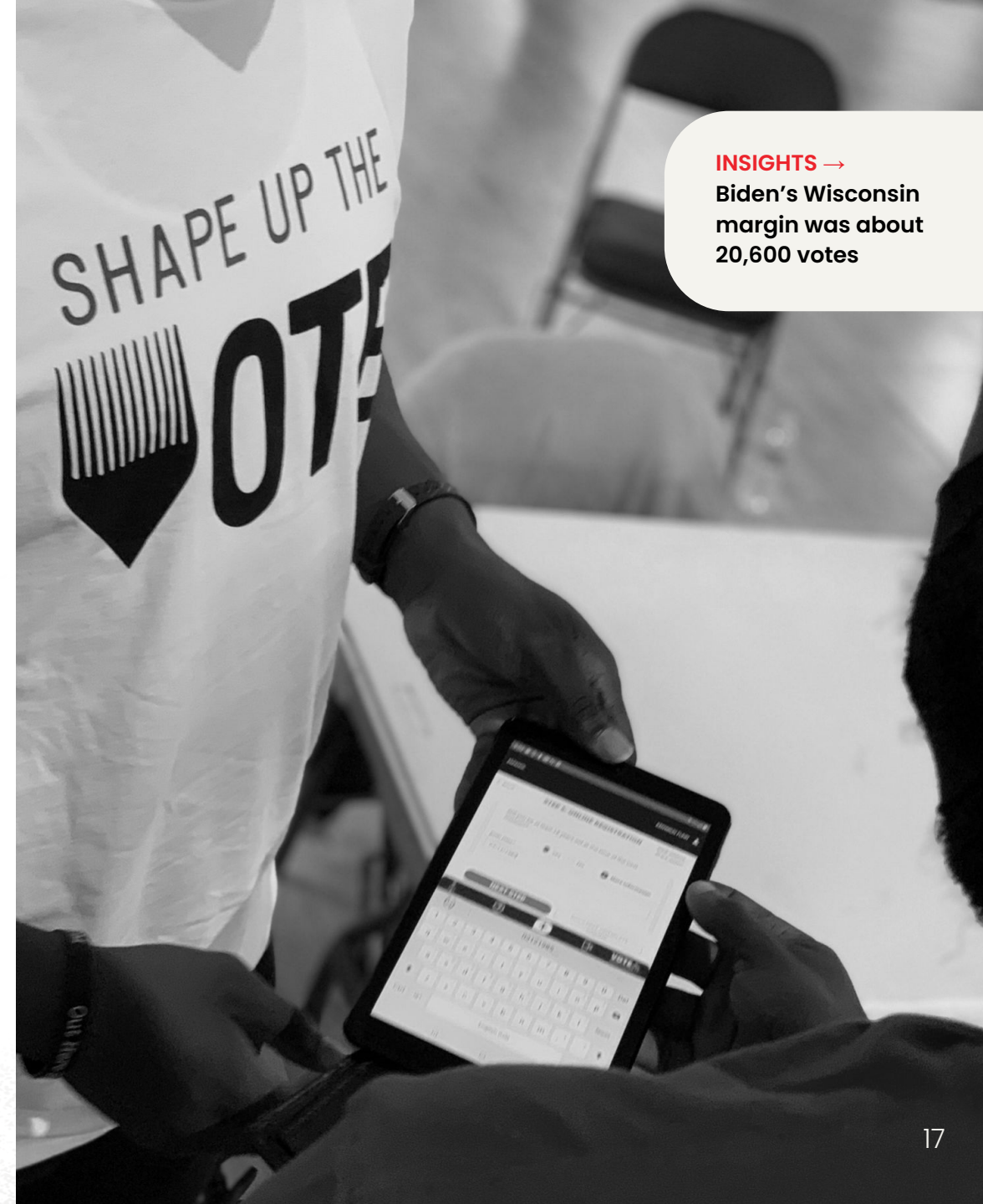
Increased registration most among key underrepresented groups.



Provided an advertising umbrella for **60 partner organizations** doing similar registration + election protection work on the street + web.

WEEK OF ACTION

Impressions → The campaign amassed over **2,000,000+ earned media impressions** from local broadcast networks (Fox, [NBC](#), ABC, [CBS](#)) to community newspapers ([Milwaukee Courier](#), [Milwaukee Community Journal](#)). The coverage increased campaign visibility and post-event media interest leading to national coverage on [NPR.com](#) and cross-coverage on the [NPR WUWM podcast](#) and social media channels.



INSIGHTS →
Biden's Wisconsin margin was about 20,600 votes

Toyota Highlander Home Team

AD CAMPAIGN + MEDIA BRUNCH

Toyota's *Home Team* commercial, part of their "GO HIGHLANDER" campaign, reached African American audiences with a tribute to baseball legend Jim Robinson and the impact that Negro Leagues Baseball (NLB) had on American history. Produced in alignment with the NLB Centennial, the commercial followed Robinson – captain of the Kansas City Monarchs – as he journeyed back to Kansas City and toured the NLB Museum with his family in tow. The celebration culminated with a media brunch at Harlem's historic Apollo Theater during Black History Month. Hired by Toyota's agency of record Burrell Communications, **Concrete Runway consulted on the content + engagement strategy for PR. We used this unique campaign to amplify Toyota's commitment to sharing Black stories, and we captured the magnitude of the NLB legacy by producing + directing a behind-the-scenes short film of *Home Team*. We also led the brunch activation and developed the brunch recap video.**

OUR ROLE

- PR amplification strategy
- Content development
- Media brunch activation
- Media placements highlighting Toyota's support of Black history



THE CHALLENGE →

- Focus on authentic storytelling while also highlighting Toyota's commitment to the Black community
- Position PR + media coverage strategically to cut through the noise of performative Black History Month content
- Streamline earned media efforts to accommodate our health-compromised campaign hero in his 90s, allowing him to focus on taking in this historic moment in real-time
- Underscore that Black History is American history – through the lens of the nation's pastime + the advent of the Negro Leagues

HIGHLIGHTS →

- Aggressively pitched media assets to press contacts resulting in 174M+ local + national earned media impressions from both AA and GCM lifestyle, sports, entertainment + news platforms
- Amplified our messaging to a wider audience via @toyotausa (Instagram feed + stories) and social support from panel moderator **Ryan Smith**
- Anticipated media-asset moments, including panel discussion video, an eye-catching high-end photo booth + props, and more



How We Did It

Concrete Runway took the driver's seat in developing a full-circle approach to sharing this iconic and meaningful story. Motivated by our own knowledge, experience and passion to capture the magnitude of the moment, we:

- Developed, directed, produced and edited an original, behind-the-scenes short film centering Jim Robinson's legacy. We incorporated perspectives from Burrell creative leadership and NLB Museum president Bob Kendrick to build a richer historical context and give the NLB journey present-day relevance.
- Coordinated the commemorative brunch + curated the exclusive media guestlist.
- Assembled the panel: moderator **Ryan Smith**, ESPN/ABC correspondent, and panelists **Jim Robinson**, Kansas City Monarchs; **Craig Payne**, Executive Program Manager, Product Development Office, Toyota Motor North America; and **Corey Seaton**, Burrell Vice President/Creative Director.

INSIGHTS →

Concrete Runway didn't miss a beat, as Toyota trusted Black voices to tell Black stories.

We approached each part with sensitivity + celebration to effectively honor the community. We identified opportunities to drive both our story + media coverage, like intentionally booking the brunch at the historic Apollo Theater during their own 85th anniversary.



The Outcomes

IMPRESSIONS

174M+

MEDIA IMPRESSIONS to-date from this unique media engagement alone

Secured media coverage including:



- [AutomotiveMap](#)
- [The New York Beacon](#)
- [Café Mocha Radio](#)
- [The Shadow League](#)
- [Daily News](#)
- [Southern Laced](#)
- [Medium](#)
- [Vibe](#)

DAILY NEWS NYDailyNews.com Thursday, March 5, 2020 3

Virus delays release of Bond movie

The coronavirus outbreak has shaken and stirred the release of the latest James Bond movie. "No Time to Die" is pushing back its release by seven months, its producers announced Wednesday. The highly anticipated film will now come out Nov. 25 in the United States, more than seven months after its originally planned April 10 release.

"MGM, Universal and Bond producers, Michael G. Wilson and Barbara Broccoli, announced today that ... the global theatrical marketplace, the release of NO TIME TO DIE will be postponed until November 2020," reads a statement on the 007 Twitter page.

The movie will now come out in the United Kingdom on Nov. 12 instead of the initially scheduled April 2.

Ahead of Wednesday's announcement, a number of fans had advocated in an online petition for the film's release to be postponed due to the spread of coronavirus.

"No Time to Die" stars Daniel Craig as 007, marking the fifth time he's played the superspy.

Peter Sblendorio

HE'S A HIT AT 90

Negro Leagues baseball star on TV

Negro Leagues Baseball veteran Jim Robinson is joined by Bob Kendrick, head of the Negro Leagues Baseball Museum in promoting a Toyota ad that features Robinson.

BY KARU F. DANIELS
NEW YORK DAILY NEWS

On the 100th anniversary of the founding of the Negro Leagues — and the 90th anniversary of his birth — Jim Robinson is finally getting his turn at bat.

The Harlem native and longtime Negro Leagues player never found the fame achieved by another Robinson — Jackie, who broke the Major League Baseball color line with the Brooklyn Dodgers in 1947 — but he is now getting some major play

After 13 years,

SELECT MEDIA ASSETS

VIDEO // [Home Team Behind-the-Scenes Short Film](#)



VIDEO // [Media Brunch Sizzle](#)

PHOTOS + STILLS



Thank You!

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