

The Youthful and Ageless™ Next Generational Digital Marketing Media Platform

Every once in a while a new concept comes along and because it's so new it's difficult to grasp at first. Where we may not have initially understood such odd sounding concepts as Google and the iPhone, those revolutionary concepts are now very much part of the mainstream and used by billions around the globe.

In our "Chaos Economy" where your brand identity is beyond your control, every organizational function must evolve. You must reconsider your strategic relationships across every function of your business...from your perceptions of the role of marketing, to how sales teams (or more precisely digital media marketing tools) go to market to positioning and creating sales without branding at first. (Branding will be referred to later on) **Strategy visualization and strategic relationships** are fundamental to your co-creation success. The world of marketing has changed quite dramatically. **Co-creation** and partnerships have become a MUST.

Consumers are no longer interested in brands in this revolutionary **health conscious** but also **anti-aging movement**. They are interested in quality, longevity, as an overall health consciousness penetrated the market by Baby Boomers, Generation Xers and even Millennials pouring over 500 Billion dollars into the Anti-Aging Industry. Too many companies, too many names and too many choices, all of them are being fantastic but lacking education and the consumer does not understand the benefits you are offering. This is a new movement, a new discovery, and a new, and recession resistant field that interests everyone. How do you position yourself?

Co-creation is about creating **market gravity** that pulls customers towards your company. Co-creation fosters **influence** that leads others to engage in actions and attitudes that lift your business and its offerings. It changes your position from keeping up with market changes to **leading innovation**. Co-creation means there is strength when certain logistically correct information is grouped together, which also happens to be the tendency of the future in a digital world. Sooner or later you must embrace the fact that consumer convenience always comes first.

Co-creation requires you to **look at the world differently**, through a lens of shared interests rather than your interests alone. This is not a natural perspective for executives used to fierce competition. Only when you step back will you be able to understand how to literally join forces with others to build something better, stronger, and more resilient. Fresh thinking, unique perspectives, and practical, pragmatic insights are required in order to think, lead and evolve differently within your own team and with the growth of your company. After all, shouldn't contextual vision and exceptional intelligence be the primary developmental opportunity of your leadership in the next decade?

Out with the old and in with the new is our philosophy at Youthful and Ageless™! **Think NEW!** Only when you listen louder will you be able to detect steps critical to the evolution of your unique value. You must understand true evolution and separate it from market noise.

Companies that consistently create exceptional customer experiences set themselves apart from their competitive peers precisely through co-creation.

As the need on the market place has changed dramatically, so must your company follow in structure and convergence. This reverse perspective is critical if you're to truly understand how customers think, what motivates them, why they buy, how they'll apply their perceived value received, and why they constantly return to evaluate.

President of Atlantic Publicity, Adrienne Papp is a celebrity Hollywood based journalist, publicist, economist, MBA and marketing executive who frequently writes about crème de la crème Hollywood events. What does that have to do with the evolution of your business? What's important for you to understand is that in any evolution – of an individual, a team or an organization - certain ingredients are critical: passion, new structures, purposeful and provocative leadership new way of thinking that propels you to offer a structured, consumer convenient strategic and never-before **NEW platform that offers a comprehensive understanding of the “ageless movement”** by combining all players that have created the movement in response to the demand. Hollywood has been always the first in creating films or even commercials that are provocative, fresh, different, and futuristic. In a technology age why would any company want to depend on outmoded, firmly dress coded “office-suit” based ridged and tight marketing principals from an old school book, when in fact a mindset of a balanced approach, embracing the fear of failing to learn and grow in the process of nurturing a relationship-centric culture is in order. Your approach to the market in this environment will decide if you are indeed capable of nurturing a more modern and demand-based approach, or if you are serving the consumer as opposed to them serving your interest.

In a technology driven world, a fast paced lifestyle where the attention span of consumers are 8 seconds, you pretty much need to gain their attention with the first few words that can be said within 8 seconds. This will enable you to make strategic decisions with more agility and nimbleness to create revenue while you still try to brand your product / service / procedure /anti-aging technology. Although these days branding means nothing more than giving a name to your products and services, which will enable the consumer to buy what they are presented with and chose what serves them best, you are pretty much selling with our revolutionary program instead of “waiting” or being “stagnant” for 17 or so years, which is the statistical average for the consumer to register in their mind any message, name or title whatsoever. This is not to say that you cannot have a fan base. You can, but that will never satisfy the financial need of a growing company that makes health

conscious, longevity rooted, natural, organic and even anti-aging products, services or provide procedures.

Who would not want to be Youthful and Ageless? And how difficult it is to remember these two words especially when the consumer hears it from various, **CREDIBLE media channels** that have approved the concept! A concept that is the sum total of co-creation! Your product or service might not pass the test, but the concept of Youthful and Ageless does. This is the point where you might start thinking “ I rather walk the walk with others than talk the talk alone. “ This is not to say that you lose your own identity. In fact you strengthen it and the bullet point presentation below will allow you to understand why.

In today’s digital marketing world there is no reason for you to struggle, which is always the first sentence I hear from any start up company. Wrong! You do not need to struggle; you just need to get smart. You do not need to compete with multi-million dollar companies’ ability to spent millions on marketing. Instead, get a head start by engagement, key performance, anticipation and respond to the evolutionary performance that today’s market requires.

Take a look at the ever-increasing customer expectations and how you respond to that as a small company with limited resources, but unlimited potential. Allow that potential to open up and focus more on how you can improve the product you already have as opposed to labor over marketing and running the risk that is a very real number: 95% of all businesses fail due to the lack of the necessary ability to provide what consumers want, how they like it, how they remember it, how they want to learn about it, the quantum steps that are as fast as 8 seconds, and the convenience that you **MUST** at this junction provide. While the digital technology age is disrupting to certain organizations, it also at the same time give them unique tools to respond to that disruption. A cognitive approach as opposed to a rigid text book one, or doing only social media, which all by itself is dangerous indeed, is part of the next major revolution: the recognition that the **ONLY** aspect of any human life that any of us can really control is truly **ONLY** a) what you put into your body, b) what you put onto your body, c) and most importantly **HOW YOU THINK!** The willingness of the unimaginable into existence is not coming; it has arrived, which is the understanding of the very powerful cognitive aspect of our lives, without which the next step in our evolutionary progress would be impossible.

Making a few quick sales here and there whether through social media or conferences has a shelf life! When it is over, it is over.

So, how do you make a persistent and coherent presence on the market place? Join our next generational revolutionary platform, which is the sum result of 3 years of hard work and millions of dollars, and let us create a name and even a legacy for you for life! Without the human story element selling anything that is perceived to be “new” is almost impossible. Being on the platform is simple, it is easy, it is reaching

AT LEAST 250 million target demographics just by our simple messaging, and broadcasted by just one of our high-profile media outlets alone. Adding to it comes the [combined demographics](#) thus arriving to nearly half a billion pre-qualified demographics over time. This Next Generational Digital Marketing Media Platform is super consumer convenient, which is one of the utmost importance even for Google. The platform also includes [academia](#), which in the case of any health conscious, organic, non-GMO, natural and even anti-aging property driven service / technology / product is a crucial addition. **This is when you explain the big WHY! Why to buy what you have to offer!** The aspect of Academia included on the platform will gain another 300 million pairs of eyes alone according to statistics.

Please see the **bullet points** that summarize everything we have talked about above about effective marketing in our digital world.

The essence of *The Youthful and Ageless*™ Next Generational Digital Marketing Media Platform:

One can spend \$ 200,000 +... (Even millions) and still get nothing because the exposure is

- a) *Not **constant**, it comes and goes therefore leaves the consumer's mind, this is true even when spending millions is possible;*
- b) *The product is not **explained** well enough due to lack of time, therefore is not understood by the consumer;*
- c) *The message is not **simple and consistent**....you need to repeat the exact same and memorable message at all times over and over again*
- d) ***Consumers cannot remember names and titles** even if you spend millions on branding. I will attach a 10 sec video tape from a show host who is on TV EVERY DAY and states that **EVEN WHEN YOU ARE ON TV EVERY DAY** it is hard for people to lock in on who you are and what your message is **UNLESS** it is the exact same at all times.*

The six major additional facts about the Youthful and Ageless Next Generational Digital Marketing Media Platform is that

1) *It is **consumer convenient**. Consumers do not need to search the Net only to get lost, finding conflicting information just about anything, which then results in giving up the search out of frustration. Let alone the fact that they do not even know what to search on unless you have been branded for about 17 yrs.*

2) *We are endorsed by Academia, Celebrities and companies with **an Honorable Cause, and a Responsible and Ethical** approach.*

3) *We **pre-qualify the consumer for you** by definition of the words we use to evoke their attention. We use **every day simple words therefore memorable**, but we also filter out thru these simple and memorable messages the health conscious buyers. We reach within a year half a billion laser sharp-targeted demographics. Therefore, **every penny spent brings results consistently and on an ongoing base. So while you have publicity for LIFE with us, you also have branding while selling!***

4) *On top of the fact that your exposure is constant any additional information about any event or further studies or anything that relates to your company / products/ services/ technology **will be constantly published by us for free of charge because you are coming** in on a sponsored package. Meaning, Atlantic Publicity bears the expenses. That is why it is a special offer.*

5) *We present you as one of "[America's Most Promising Companies](#)" because if you are reading this summary you are.*

6) **The Opportunity:** The ongoing umbrella campaign, "America's Most Promising Companies" represents a sponsorship opportunity for up and coming products that can be indexed under the Youthful and Ageless umbrella platform. There are original content opportunities for [your company to tell its story](#) as well as ongoing [promotional vehicles](#) that promote the Youthful and Ageless platform specifically.

Source: Atlantic Publicity, Adrienne Papp, NourGroup, Spotlight News Magazine, NourGroup