



McCartney Multimedia, Inc.  
Playa del Rey CA, USA | Vienna, Austria

## **AGENCY SERVICES OVERVIEW**



# GROWN-UP THINKING

From the beginning, we step "outside-the-box" with you and help you look at your product/project from multiple angles. Development. Distribution. Operations. Marketing. Audiences. Messaging. Customer interfaces: retail, online, infomercial, OOH/Outdoor, event sponsorship, social media, PR.

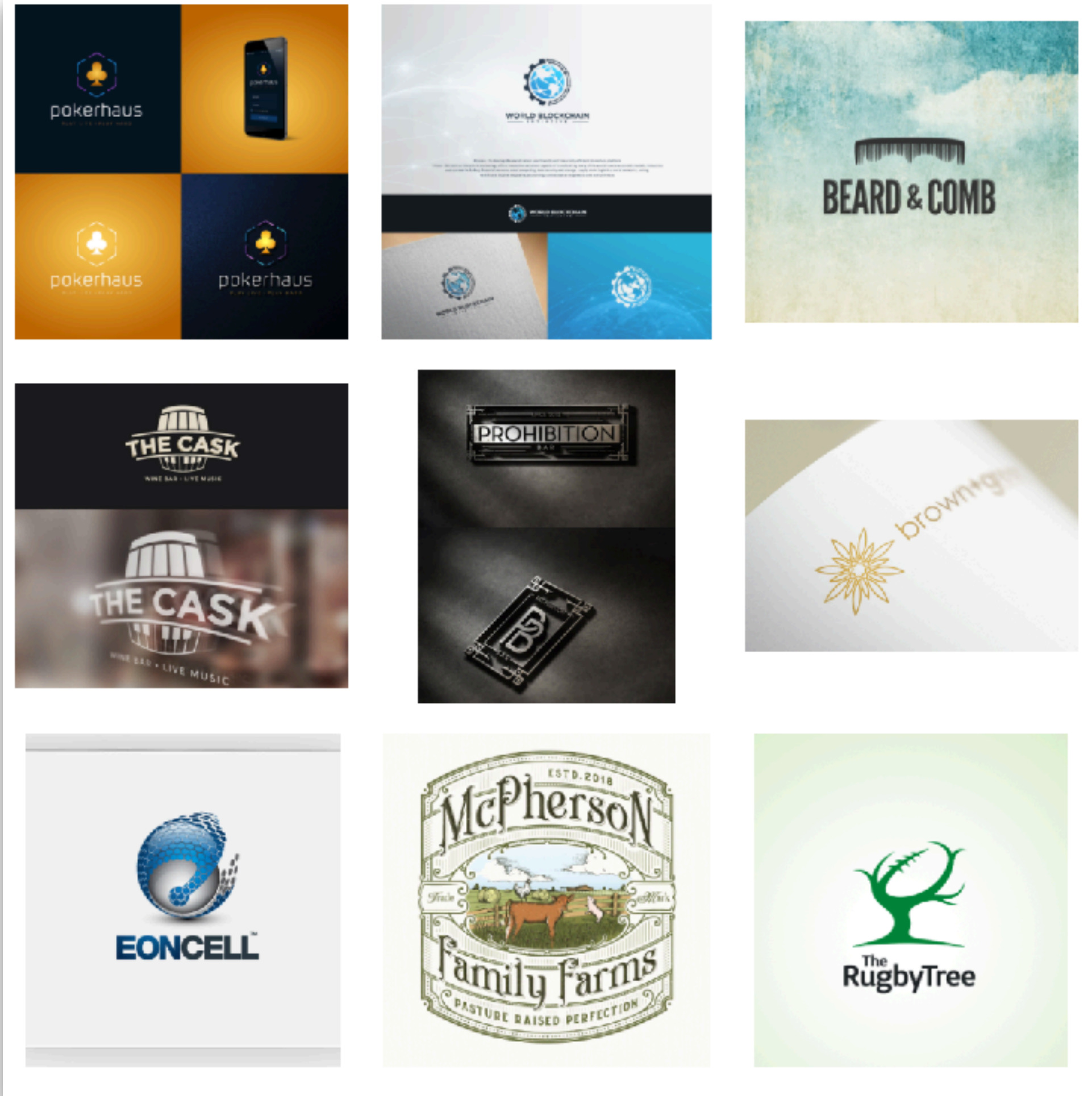
Being passionate about what you do can sometimes be overwhelming. We can assist in bringing structure, simplicity and steps to success.

Our first priority is to stand with you as we all embrace the parameters of your vision, your project, and the path. Then the next step on the journey is to **develop the brand**, the story, **the identity**, the messaging and the **platforms**.

Don't worry - it sounds like work, but it will actually be fun, and it truly is within your grasp.







# BRAND IDENTITY

Whether conscious or subliminal, we're all influenced by brands every single day. The silver apple on the back of every iPhone, iPad and Mac laptop as we walk through an airport, office building or watch TV.

The hidden arrow inside the FedEx logo which signifies "moving forward" on every package, truck and pick up point. If you need help with your visual identity and brand story, simply give us a ring.

We're on Pacific Time at the beach in L.A. from M-F from 9ish till whenever we close. 310-301-8166.

Whether it's **logo development/brand identity**, **marketing materials** and collateral or **product packaging design**, we've got you covered.



# ALCOHOL BRANDING



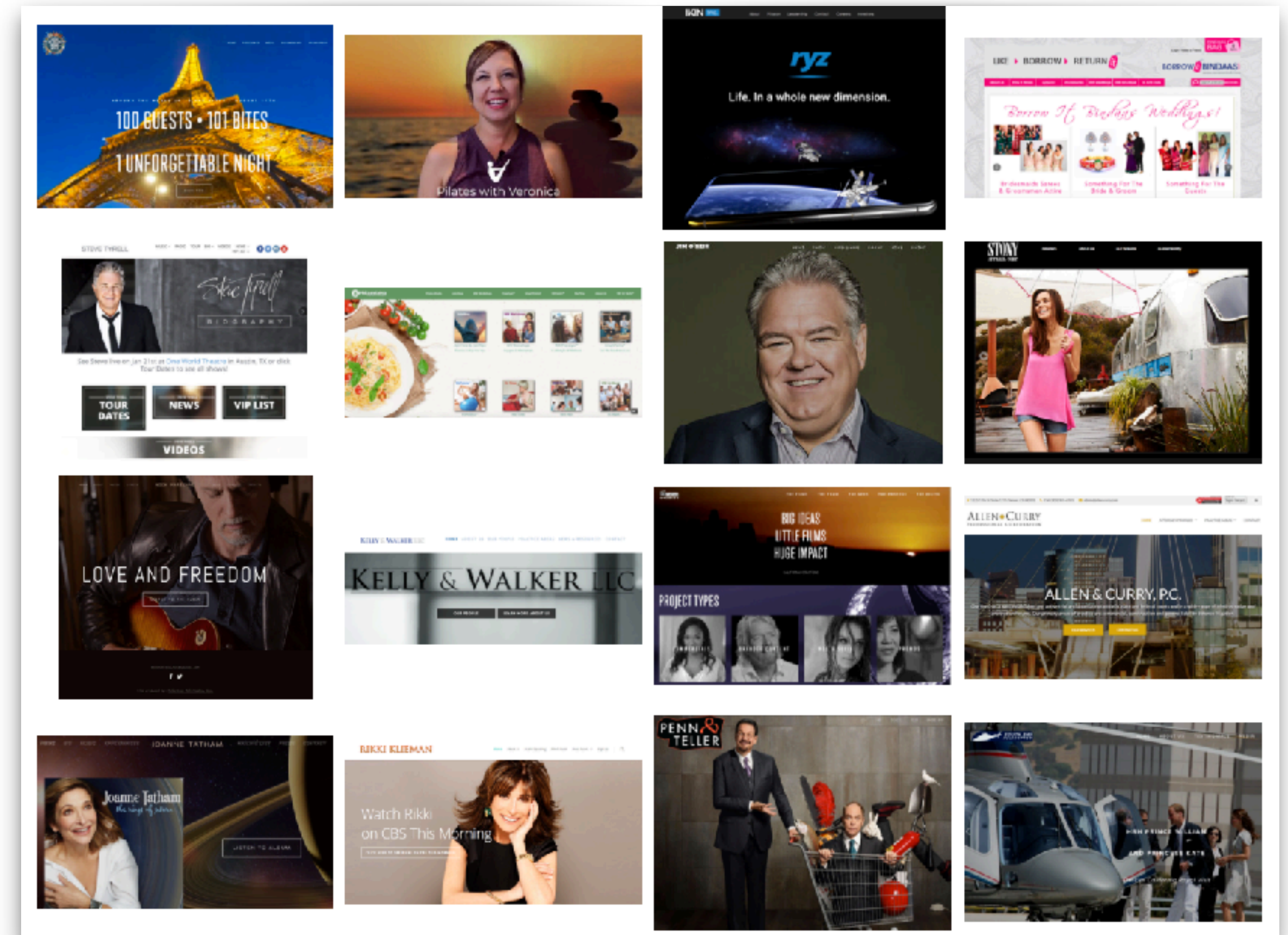
- Brand Evolution, Logo & Story Development
- Identity Design, (Labels, Bottles, Closures, Embellishments, Packaging)
- Manufacturer & Distributor Sourcing / Partner Introductions
- TTB Guidance, Trademark & Domain Registration
- Website Creation, Social Media, SEO, Marketing, PR Strategy



# WEBSITE DEVELOPMENT

From celebrity profile sites to small and mid-size businesses, from major hotel chains to Government departments, here at McCartney every project and every story is unique. We weave brands, stories and pixels together to inform and entertain your audience. And ALL the sites we build are fully mobile compatible as nowadays 72% of all internet traffic is now viewed on mobile devices.

Our team can handle all kinds of platforms and programming languages, plugins, streaming, carts and checkouts, email registrations and everything in between. We can also assist with **domain registration, hosting, security (SSL) and SEO.**





# CASE STUDIES

Whether your site needs to be built on Wordpress, Squarespace, Open-Cart, Shopify, custom MySQL/PHP, Java, Python, Ruby, Swift, Sinatra, HTML5, Blockchain or custom code, we have experience in all things web since 1997.

Click through the following slides to see some examples.





STEVE TYRELL

MUSIC ▾ RADIO TOUR BIO ▾ VIDEOS NEWS ▾ VIP LIST ▾



See Steve live on Jan 21st at [One World Theatre](#) in Austin, TX or click [Tour Dates](#) to see all shows!

**TOUR DATES** **NEWS** **VIP LIST**

**VIDEOS**

[www.stevetyrell.com](http://www.stevetyrell.com)

Steve Tyrell on Social

Keep in Touch with Steve Tyrell

Facebook Be Our Friend | Twitter Follow Us | Instagram See Our Images | YouTube Our Videos

**JOIN THE VIP LIST**

**HOUSTON CHRONICLE**  
Tyrell Dazzle's at Houston's Razzle Dazzle Luncheon

**broadway WORLD** Los Angeles  
Steve Tyrell LIVE at The Bayside Newport Beach October 2020

**broadway WORLD** Palm Springs  
Grammy Winner Steve Tyrell Returns To The McCallum

**THOUSAND OAKS Acorn**  
Catch this classic crooner at The Canyon

**Wordfence**  
Securing your WordPress website

Top 5 IPs Blocked

IP	Country	Block Count
46.185.198.44	Jordan	169
186.123.55.201	Argentina	151
82.194.28.33	Azerbaijan	144
183.83.215.220	India	141
186.46.203.19	Ecuador	134

Update Blocked IPs

Top 5 Countries Blocked

Country	Total IPs Blocked	Block Count
India	10	220
Jordan	1	169
Argentina	2	158
Azerbaijan	1	144
United States	26	69

SERVICE

**WEB DEVELOPMENT**

**PLUS HOSTING, SEO AND IT SECURITY**

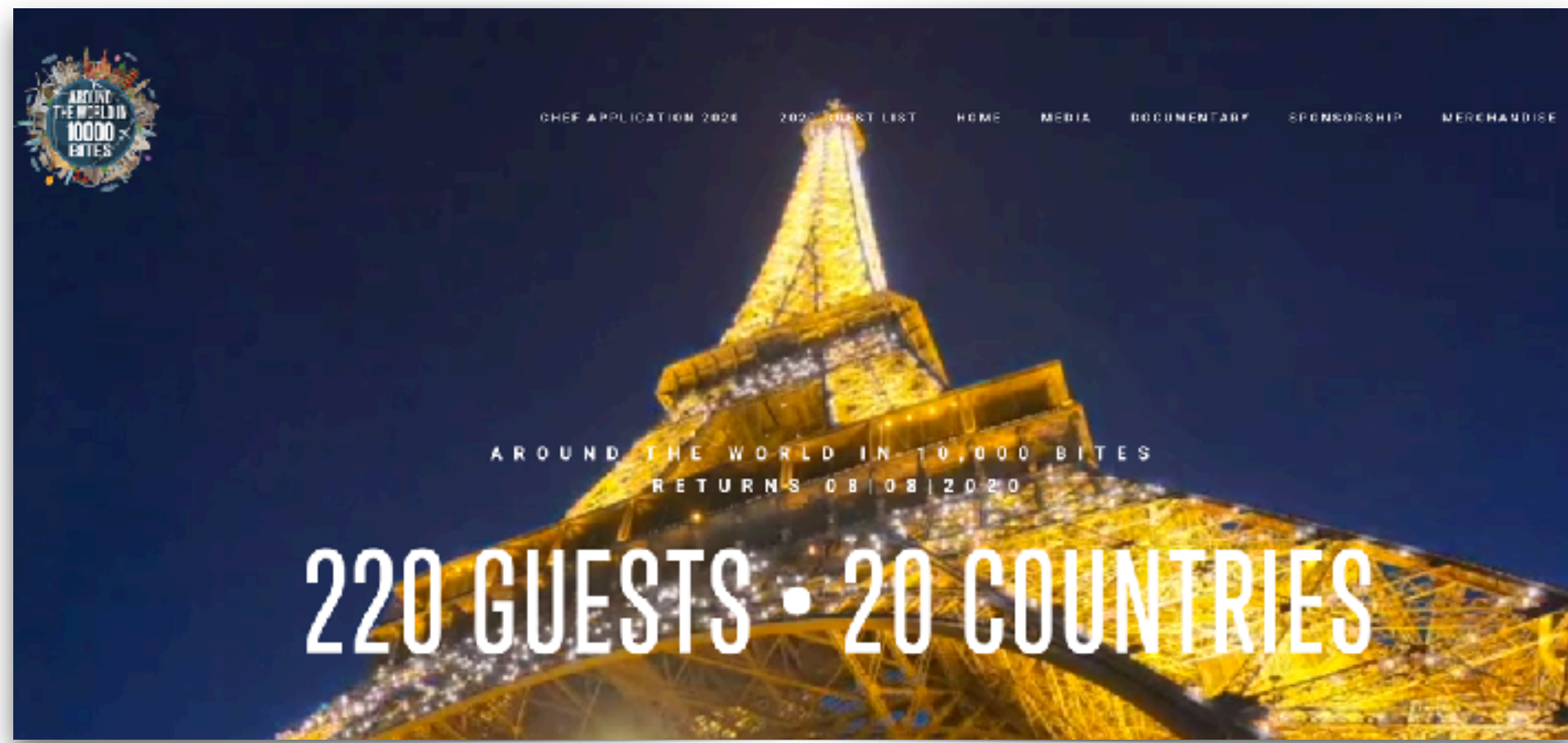
PLATFORM

**WORDPRESS**

CLIENT

**STEVE TYRELL**





SERVICE

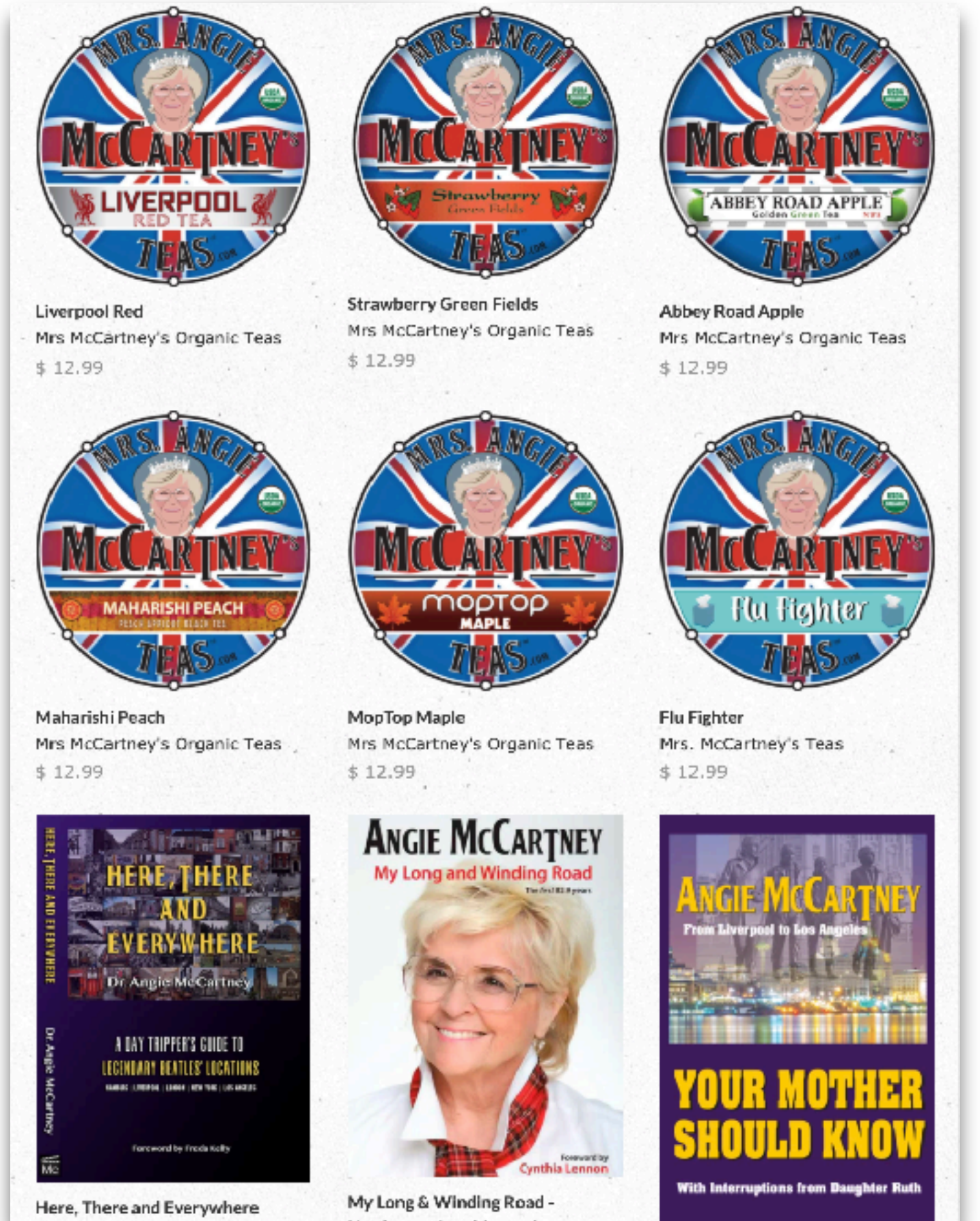
# WEB DEVELOPMENT

## PLUS EVENT TICKETING, VIDEO PRODUCTION, PRESS AND P.R.

PLATFORM **SQUARESPACE**

CLIENT **AROUND THE WORLD IN 10,000 BITES**





[mrsmccartneysteas.com](http://mrsmccartneysteas.com)

SERVICE

**BRAND & WEB DEVELOPMENT**

**PLUS E-COMMERCE, SOCIAL MEDIA AND E-MARKETING**

PLATFORM

**SHOPIFY**

CLIENT

**THE MOST EFFICACIOUS COMESTIBLES CO.**





# ADA COMPLIANCE

Accessibility is a USA Federal law. 20% of all global internet users have some type of disability which excludes them from 97% of all websites. Don't leave yourself wide open like **DOMINO'S PIZZA** did when they lost their appeal case after the Supreme Court kicked the case back down to the 9th circuit and the blind Mr. Guillermo Robles scored a victory for people with disabilities. On 10.7.19, the 9 Justices ruled that people with disabilities can now SUE retailers.

Here are four of **39 critical items** that must be addressed:

- Making your website fully usable by keyboard only (you can unplug the mouse and still fully use the website)
- Coding in labels for form fields (you program your forms so that the field labels such as "first name" are read by screen readers)
- Using descriptive anchor text for links (you write links so that someone can tell what the linked page is about — not "click here" or "learn more" but "donate to the XYZ dog rescue" or "specs on the new iPhone 11 Pro Max")
- Using descriptive text for images including any text on the image, captions etc that can be read by screen readers such as JAWs



# DOMAINS & HOSTING

Need a new online home for your ideas? Our team has a 24x7x365 tech support number, and we offer various plans from "I'm just starting out" to "I expect an entire continent to hit my web site all at the same time."

No more sweaty palms when the product launches, and no need to break the bank just because you need to have streaming video and accept credit cards on your site. **Contact us today** to chat about WordPress, C-Panel, PHP, FTP/ Dedicated or shared hosting, e-commerce options, SSL certificates, bespoke secure dedicated platforms, cloud environments, MX email management and more.

If you're not sure of your needs, maybe you just need to to run a complete digital appraisal of your online real estate. Expiry dates, legal owners names, registrars, current capacity etc., Then **download our Digital Appraisal PDF** at our website.

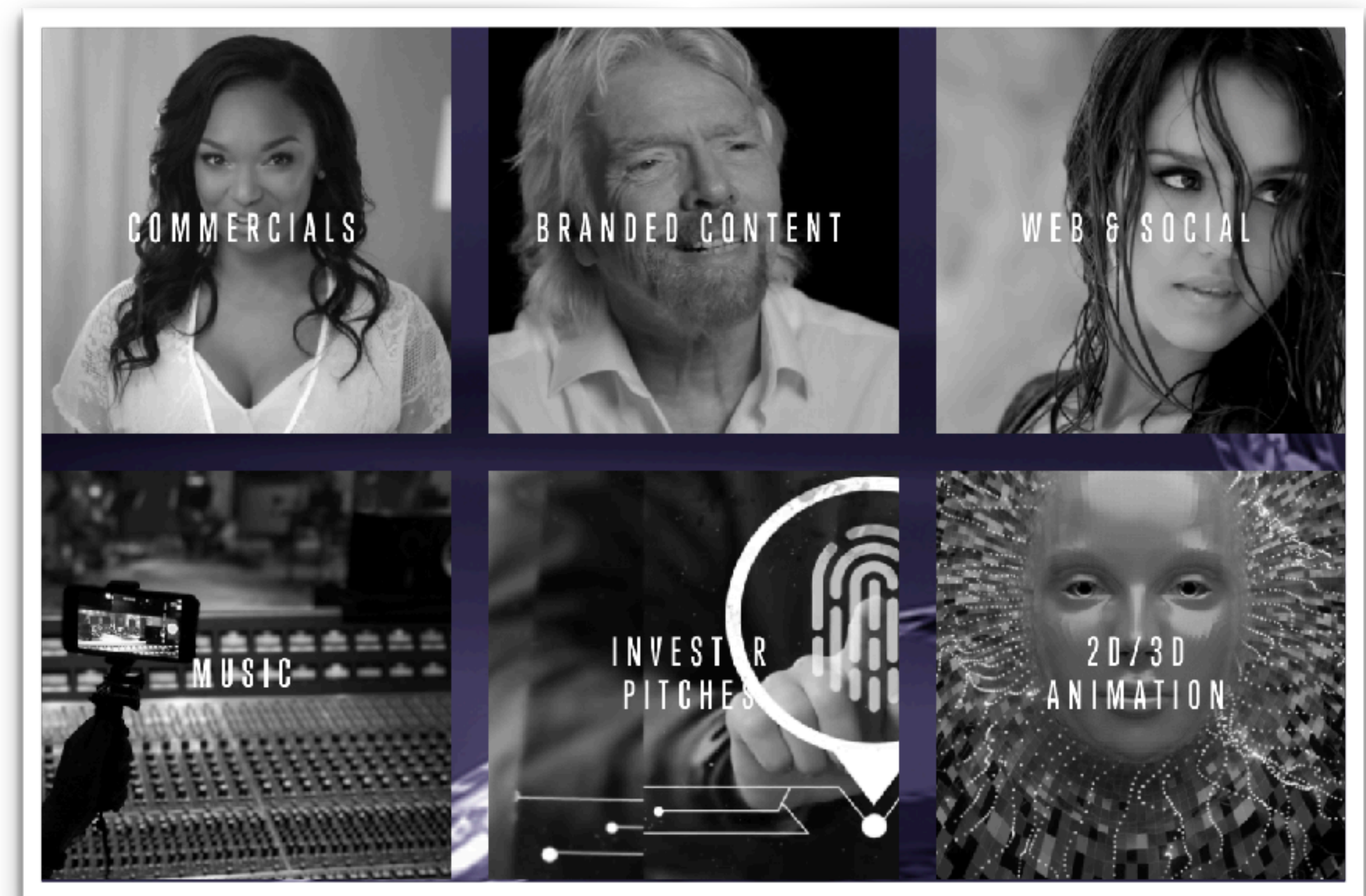




# VIDEO PRODUCTION

To see all types of films our directors, DPs and producers can create from **branded content** and **commercials** and **investor pitches** to **music videos** and **EPKs**, as well as 15-30 second “**Social Spotlights**,” **green-screen interviews**, and even **3D and animation**, just visit [www.mccartneystudios.com](http://www.mccartneystudios.com) and view our world of infinite pixels.

Open some popcorn and enjoy the show.





# SOCIAL MEDIA

*Do you have Social Media Overload Syndrome?*  
 Social media is like a raffle. You have to be present to win. Just posting and boosting won't cut it. You need to dig in to the dashboards, the figures, the back end. It's 24/7 digital customer service, advertising and branding combined.

Are you so busy running your business that you're simply overwhelmed by what to do with Facebook, Linked In, Twitter, Instagram, YouTube and Pinterest?

No time to build audiences, manage campaigns and measure ROI?

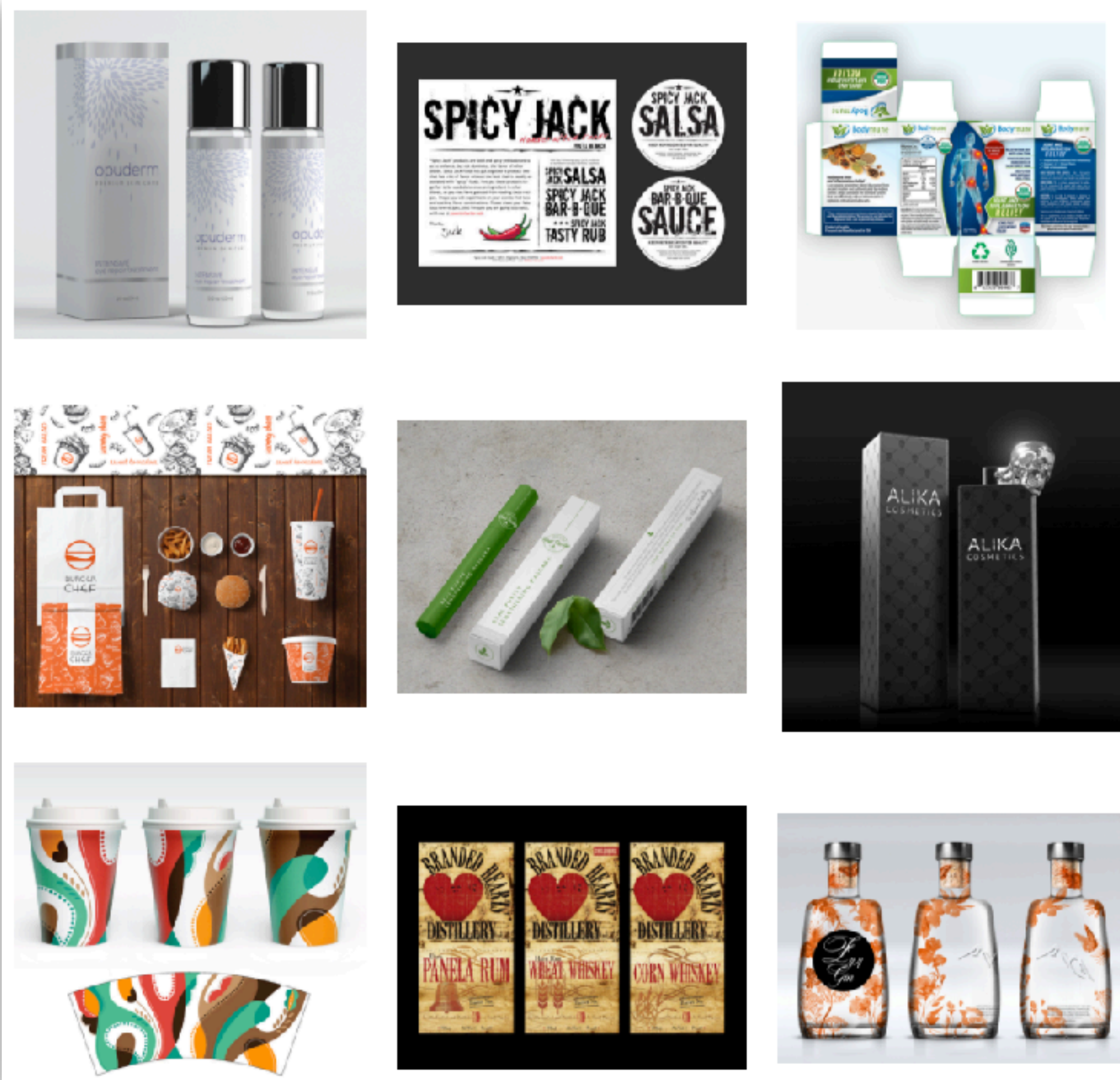
We hear you loud and clear.

Look no further. We've got you covered.





# PACKAGING DESIGN



Dealing with printers, packers, bar codes, shelf hangers and retailer restrictions is a world unto itself.

Cosmetics, Food, Tea, Wine, Spirits...they all have different government restrictions, so why not let our team of experts handle the hassle for you?

**Tell us about your needs** and we'll come up with an elegant solution.





**Contact Us for Your Free 1-Hour Consultation Today!**

**[www.mccartneymultimedia.com](http://www.mccartneymultimedia.com)**

**310-301-8166 xtn 221**

**[info@mccartney.com](mailto:info@mccartney.com)**

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