



Drillteam

drillteammedia.com

Integrated solutions for marketing to Young Adults.

Contact

Drillteam

221 West 17th Street, 5th Floor

New York, NY 10011

212.777.8056 x22

info@drillteammedia.com

**They IM
their parents.**

**They do research
for fun.**

**They document
their life.**

**They are
always working.**

**They started
a non-profit.
In high school.**

**They respect
authority, but they
don't believe it.**

**They use geek
as a compliment.**

**They double majored
and double Mastered.**

**They already had
a major label deal.**

**They don't
believe in titles.**

**They won't buy
your product
because you told
them to.**

We got this.



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Integrated solutions for marketing to Young Adults.



Intelligence + Strategy + Creativity + Execution = Integrated solutions for marketing to Young Adults.


Big Ideas

- Unique Intelligence on Young Adults
 - Expertise in Cultivation of Word-of-Mouth
 - Full Product Life-Cycle Planning
 - Access to Influencers
 - Project Management + Execution
 - Measurable Results
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Drillteam obsesses over how Young Adults fall in love with brands and how they pass their passions along.

**We talk with them,
we meet with them,
we share with them,
we listen to them,
we change with them,
we are them.**



Informed by research and performance-focused, our strategy combines extensive relationships with influencers and key experience in word-of-mouth cultivation to turn buzz into business.



Selected clients

Target

Gillette

Nike

Toyota

Virgin Mobile

Brown–Forman

Rockstar Games

Simon+Schuster

Universal

Nestlé

Lifetime TV

What our clients are saying about Drillteam

Drillteam's national influencer team infused our entire campaign with buzz and energy that served as a multiplier to our other more traditional marketing efforts. They got our most active young customers excited and talking to their friends about Virgin Mobile. They were so on point both in development and execution making my job easier and the process faster. They understood the brand, what we were out to accomplish and delivered a comprehensive approach to creating a dynamic brand relationship with Young Adults.

— Felicia Hill, Virgin Mobile

Services

Research

**Intelligence / Brand tracking among influencers /
Blog tracking / Focus groups / Trendspotting /
Competitive analysis + trends**

Strategy

**Involving influencers / Word of mouth cultivation /
Promotional ideation / Brand consulting /
Campaign planning**

Execution

**Influencer Team creation + management / Street Teams
(Offline + Online) / Stunts Online media planning /
Viral content creation + distribution / College outreach:
Fraternity + Sorority and college radio /
Blogs + social networks / Music supervision /
Online and off-line press + seeding**



Drillteam's sister company is Insound.com. Insound is the leading website for fans of indie rock and cutting edge music. Insound reaches over 500,000 unique users every month and sits at the center of the online universe for young music hipsters and those in the know. In addition to serving as the premier online retail and community site for this segment, Insound also produces six major music events, four quarterly circulars and custom CD samplers on behalf of clients. Read this booklet in reverse for details on Insound.