

climate media

Brand Enhancement
and Initial Strategy





FOREST ACADEMY



Forest Academy represents both a breakthrough and a return in the yoga and ecology marketplace.

Wellness, understanding and movement as it was intended. Freely and without borders.

A return to that which is undeniably both naturally human and supernaturally magical

Climate Media understands...

- ◆The story of Forest Academy is pure and compelling.
- ◆The history and narrative defines a culture.
- ◆The culture of Forest Academy creates community.
- ◆We intend to expand this community.

our goal is to

to expand a community and entice a collective

an overview of direction...

- Strategically created content.
- A compelling call to action in media form.
- Brand matching and dissemination.

Strategic Content

- Event attendance increase.
- Strong brand presence in San Diego.
- Solid links with the city and city representatives.

Direction

- Updates, news letters and direct marketing.
- Introduction of notable industry leaders.
- Community inclusion and advancement.

Brand Positioning

Climate Media's relevant strengths...

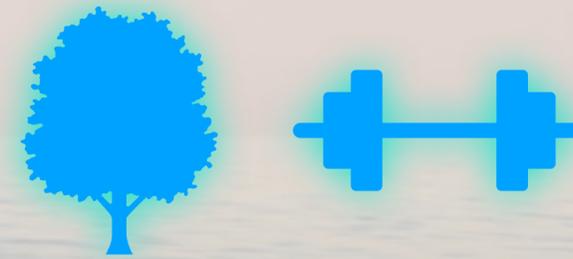
We believe that our following attributes, assets and abilities are aligned with Forest Academies needs.



A direct marketing audience of tens of millions of data points, capable of demographic alignment.



Exceptional strategic content, ready to tell the story of your brand in a compelling and enticing way.



An fitness, wellness and ecology core of social media influencers with millions of potential impressions.



A network of figureheads, leaders and professionally aligned locals with influence and interest.

tools, agenda's and aims...

- Social Media Impressions
- Direct Marketing Awareness

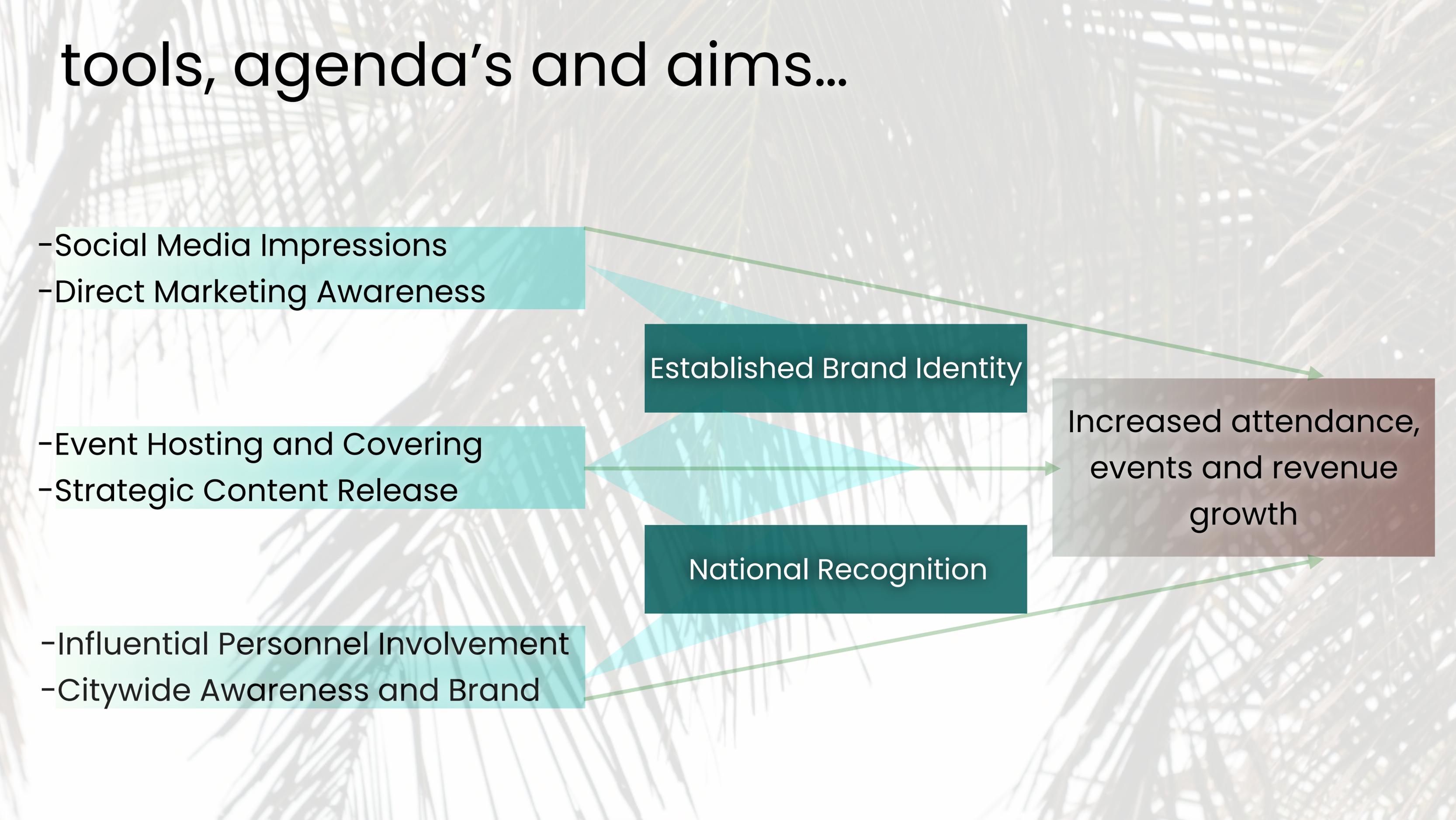
Established Brand Identity

- Event Hosting and Covering
- Strategic Content Release

National Recognition

- Influential Personnel Involvement
- Citywide Awareness and Brand

Increased attendance,
events and revenue
growth



A couple of clients who've taught us things to use with Forest Academy..



**NATIONAL
GEOGRAPHIC**

Olukai





We believe in the message and ethos of
Forest Academy
because we believe that others will too.

We're hoping for the opportunity to work with you to
ignite a passion
in others for your brand and cause.

Please visit our site to learn more about us and begin
learning how we can assist your growth

climatemedia.com