



Who we are...

Above And Beyond was formed by a group of young talented individuals, who comprise of hands-on Account Managers, Strategic Planners, Creatives and Designers, Technical Developers, and Marketing experts. Our cumulative talent marketing experience derives from a combination of sports management, branding agency backgrounds and working across the business spectrum, with impressive start-ups through to blue chip clients.

What we do...

AAB works with an elite set of clients - athletes, fashion talent and entertainers - who require extensive international brand and strategic management. These groups of individuals are the most sought after international brand ambassadors in the marketplace, and are products of their unparalleled talent and visibility. We understand that these personalities are powerful brands that require the smartest, most innovative thinking and execution. From sourcing commercially successful branding opportunities to long-term PR and marketing strategies, we have a tailored approach to understand the commercial challenges our partner's face, and the goals they wish to achieve. The most important feature of a successful campaign is ensuring that all resources are leveraged properly. We work closely with other brands to execute international campaigns around talent and spearhead marketing campaigns in the sports and entertainment sectors.

We apply marketing and brand expertise to talent management.

Where deals in the past have resulted in failed execution, a mismatching of brand and purpose, and shortsightedness in planning, AAB is determined to move things forward, not only by maximizing the full potential of all assets involved, but by developing long-lasting partnerships.

We apply our representation and talent management expertise to brand development.

THE SERVICES

When a potential partner approaches us they know their own business, how it operates and the direction they want it to go. We listen and learn about the commercial challenges they face and goals they wish to achieve. With expertise in 'brand' advertising, marketing 'web', and 'campaigns' we are in a position to deliver services in any one of these areas and still ensure it fits neatly with the rest of our partner's marketing effort.

Our role is to help partners generate more revenue, using positively challenging ideas, strategic and tactical, coupled with raw energy. We are committed to fulfilling briefs in accordance with partner-instructions. During the course of any project, we offer guidance and express constructive opinions, to find workable and effective solutions. Once matters are underway, we are dedicated to ensuring that every detail is in place, and that our partners are completely satisfied with the end result.

Above And Beyond is about Partnerships not Sponsorships