

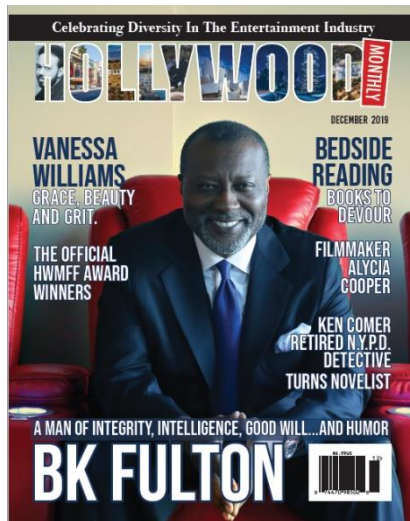


Soulidifly Productions

Film and Entertainment Industry Media Relations

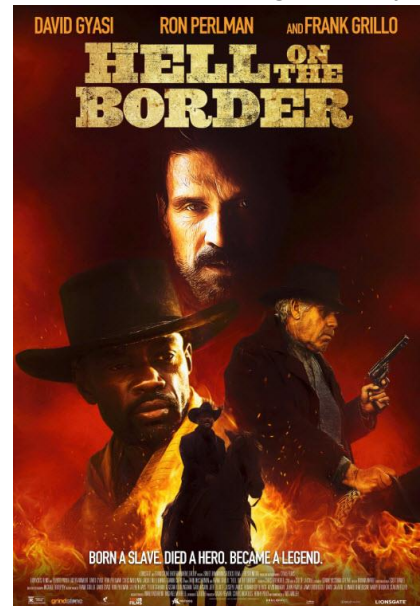
Soulidifly Productions is a film and entertainment company founded in 2016 with a commitment to telling positive, often untold, human stories to audiences worldwide. In late 2019, Soulidifly's founder and CEO, BK Fulton, reached out to Windy Campbell for assistance in building publicity and brand awareness of his company. BK had seen successful work that Windy had achieved for other business startups, and BK had news to share. In the coming weeks and months, the company would be releasing several feature-length films along with a children's book series and a digital TV streaming network. A motivated and proactive entrepreneur, BK understands the value that public relations can bring to emerging, early-stage growth companies.

From November 2019-February 2020, Windy Campbell implemented a proactive approach to generating buzz for Soulidifly in the entertainment, film, media and book industries.



She wrote press releases coinciding with the release of feature length films produced

by Soulidifly – a romantic comedy *Love Dot Com: The Social Experiment*; western thriller *Hell on the Border* with Lionsgate; the world premiere of documentary film *The Unity Ride*; and the release of Pan-African film, *Joseph*, in U.S. theaters. She wrote a press release announcing the completion of BK Fulton's seven-book children's series, *Mr. Business: The Adventures of Little BK*. She wrote a news release on the launch of Soulvision.TV, a new digital TV streaming network.



Windy Campbell's solid understanding of news media and her ability to research and tap into journalists writing on independent films, children's books, and digital TV streaming trends has enabled Soulidifly Productions to land in countless articles in its target media outlets. She helped land BK Fulton on the cover of *Hollywood Monthly*. Building on the press releases, *Film Daily* has featured Q&As with BK Fulton. Other earned coverage includes *Movie Debuts*, *JO Today*, *Richmond Free Press*, *Richmond magazine*, *Mocha Books*, *KidScoop*, *Book Trib*, *No Film School*, *Ed Tyll Show*, *Black Children's Books & Authors*, *Cinema Without Borders*, *The Hollywood Times*, *Urban Views Weekly*, *Tomorrow Will Be Televised*, *The Rogers Revue*, *Richmond BizSense*, and many more. "Known" media coverage generated by Windy Campbell resulted in a UVPM of 2.5 million.