
Z | GROUP
TALENT BOOKING AND BRAND MARKETING

ABOUT US

Z GROUP IS A TALENT BOOKING AND BRAND MARKETING AGENCY



Z GROUP'S BRAND PARTNERSHIPS DIVISION CONNECTS BRANDS WITH LEADING CELEBRITIES, INFLUENCERS, AND MUSIC ARTISTS FOR STRATEGIC CAMPAIGNS, PRODUCT LAUNCHES, BRAND INTEGRATIONS, AND EXCLUSIVE EVENTS.



IN TODAY'S EVOLVING ADVERTISING LANDSCAPE, Z GROUP SPECIALIZES IN STRATEGIC CELEBRITY AND INFLUENCER PARTNERSHIPS DESIGNED TO DRIVE ENGENGEMENT, STRENGTHEN BRAND LOYALTY, AND CREATE LASTING IMPACT.



Z GROUP'S TALENT BOOKING DIVISION SECURES PREMIER CELEBRITY APPEARANCES, MUSIC ARTISTS, DJS, AND LIVE ENTERTAINMENT FOR EVENTS WORLDWIDE.

Z | GROUP

Z GROUP OFFERS 360° MARKETING SOLUTIONS FOR BRANDS

PR PLACEMENT



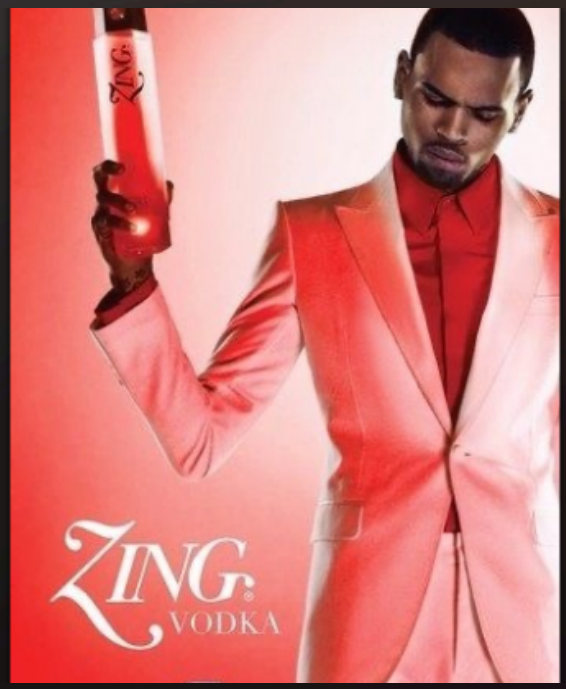


EVENT SERVICES & PRODUCTION





SOCIAL MEDIA CAMPAIGNS



Z | GROUP

PR PLACEMENTS

EVENT PRESS

- ON-SITE BRAND ACTIVATIONS AND PHOTO OPPORTUNITIES FEATURING THE BRAND/PRODUCT THROUGHOUT THE EVENT
- POST-EVENT MEDIA COVERAGE TRACKING AND PRESS REPORTING
- BRAND RECOGNITION ACROSS EVENT-RELATED PRESS RELEASES, WITH TARGETED MEDIA OUTREACH TO SECURE COVERAGE ACROSS PRINT, TELEVISION, AND DIGITAL OUTLETS









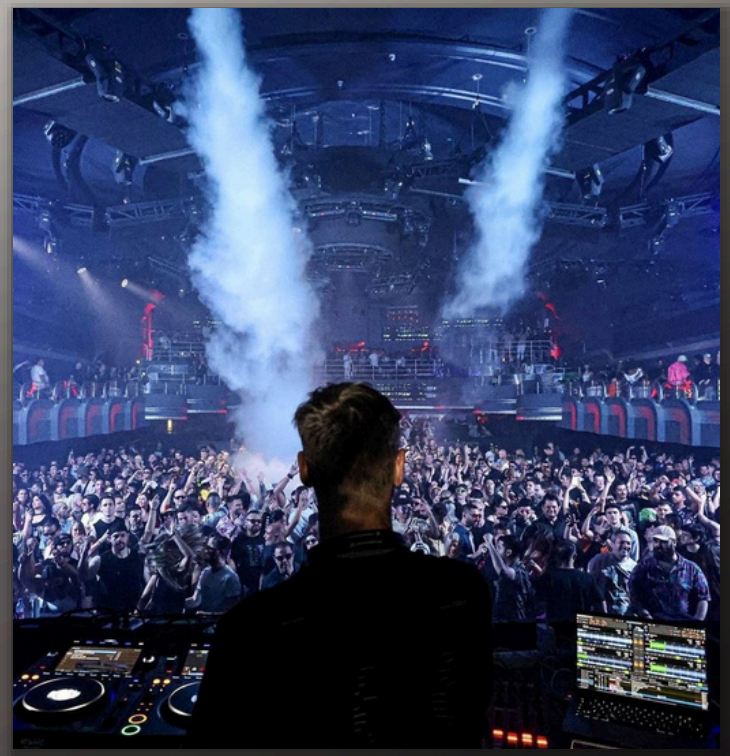


E!

Z | GROUP

EVENT SERVICES

- STEP-AND-REPEAT DESIGN, PRODUCTION, AND INSTALLATION
- FULL-SERVICE EVENT PRODUCTION AND EXECUTION
- CUSTOM LIGHTING, SIGNAGE, AND BRANDED VISUAL ELEMENTS
- INTEGRATED BRAND ACTIVATIONS, INCLUDING PRODUCT SAMPLING, BRANDED GIFTING LOUNGES, CUSTOM DECOR, BRANDED BARS, AND PROMOTIONAL GIVEAWAYS
- BRAND-CONTROLLED VIDEO PRODUCTION AND WIRE-IMAGE PHOTOGRAPHY
- EXCLUSIVE MEET-AND-GREET AND PHOTO OPPORTUNITIES FOR BRAND EXECUTIVES
- PROMOTIONAL STAFF, HOSPITALITY, AND CATERING SERVICES





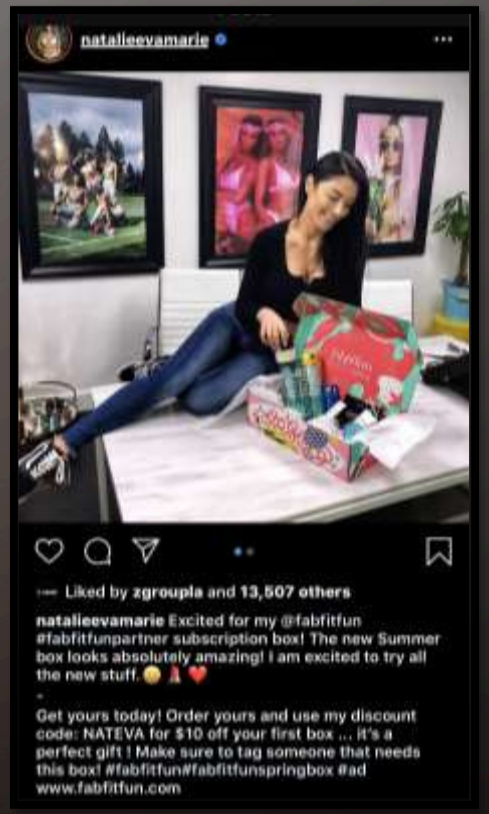




Z | GROUP

SOCIAL MEDIA CAMPAIGNS

- STRATEGIC SOCIAL MEDIA CAMPAIGNS LEVERAGING CELEBRITY AND INFLUENCER PARTNERSHIPS ACROSS MAJOR PLATFORMS, INCLUDING INSTAGRAM, TIKTOK, YOUTUBE, FACEBOOK, SNAPCHAT, AND X.
- Z GROUP CONNECTS BRANDS WITH THE RIGHT TALENT TO DEVELOP TARGETED DIGITAL CAMPAIGNS THAT DRIVE ENGAGEMENT, EXPAND AUDIENCE REACH, AND GENERATE NEW CUSTOMER ACQUISITION.







Z | GROUP

SOCIAL MEDIA MARKETING

- Z GROUP LEVERAGES ITS EXTENSIVE NETWORK OF CELEBRITIES AND INFLUENCERS TO CREATE STRATEGIC BRAND PARTNERSHIPS THAT CONNECT BUSINESSES WITH TARGETED AUDIENCES THROUGH AUTHENTIC, HIGH-IMPACT DIGITAL CAMPAIGNS.

- AS DIGITAL ADVERTISING CONTINUES TO EVOLVE, INFLUENCER MARKETING OFFERS BRANDS NEW OPPORTUNITIES TO INCREASE VISIBILITY, STRENGTHEN CONSUMER ENGAGEMENT, AND DRIVE GROWTH. Z GROUP DEVELOPS TAILORED CAMPAIGNS DESIGNED TO MAXIMIZE REACH AND DELIVER MEASURABLE IMPACT.



CHRIS BROWN PROMOTION FOR ‘ZING VODKA’



LIL JON PROMOTING ‘EXOMIND’

Z | GROUP

CELEBRITY BRAND PARTNERSHIPS

Z GROUP CONNECTS BRANDS WITH CELEBRITIES AND INFLUENCERS THROUGH STRATEGIC SOCIAL MEDIA CAMPAIGNS DESIGNED TO EXPAND REACH, DRIVE ENGAGEMENT, AND STRENGTHEN BRAND AWARENESS ACROSS DIGITAL PLATFORMS.

snow

pocket YOUR DOLLARS Life. Within Your Means.

fabfitfun













Z | GROUP

BRANDS WE'VE WORKED WITH









































Z | GROUP

DELILAH

SUMMER IN THE HAMPTONS 2026

DELILAH SUMMER IN THE HAMPTONS, PRESENTED BY SAPPHIRE RESERVE, IS AN EXCLUSIVE MULTI-WEEKEND SUMMER EVENT SERIES BRINGING TOGETHER CELEBRITY TALENT, LIVE ENTERTAINMENT, AND LUXURY HOSPITALITY. THE SERIES HAS FEATURED PERFORMANCES AND APPEARANCES BY NICOLE SCHERZINGER, MARK RONSON, T-PAIN, AND RAVYN LENAE, CREATING A PREMIER SETTING FOR CULTURAL INFLUENCE, ELEVATED EXPERIENCES, AND HIGH-PROFILE BRAND ENGAGEMENT. ACROSS MULTIPLE WEEKENDS, THE SERIES OFFERS BRANDS A DISTINCTIVE PLATFORM TO CONNECT WITH AN AFFLUENT AUDIENCE THROUGH CURATED ENTERTAINMENT AND EXPERIENTIAL MARKETING.









Z | GROUP

NE-YO

NEW YEARS EVE 2025

DELILAH MIAMI WELCOMED R&B SUPERSTAR NE-YO FOR AN EXCLUSIVE NEW YEAR'S EVE CELEBRATION IN 2025, BRINGING TOGETHER CELEBRITY GUESTS, INFLUENTIAL TASTEMAKERS, AND MIAMI'S LUXURY NIGHTLIFE SCENE FOR A HIGH-PROFILE EVENING OF LIVE ENTERTAINMENT AND ELEVATED HOSPITALITY. THE EVENT COMBINED PREMIER MUSICAL TALENT WITH AN UPSCALE PARTY ATMOSPHERE, CREATING A STANDOUT YEAR-END EXPERIENCE AND AN OPPORTUNITY FOR BRANDS TO CONNECT WITH AN INFLUENTIAL AUDIENCE THROUGH ENTERTAINMENT-DRIVEN EXPERIENCES AND PREMIUM BRAND EXPOSURE.









Z | GROUP

PLAYBOY BUNNIES AT MUZIK (2016-2018)

Z ENTERTAINMENT GROUP REPRESENTED THE PLAYBOY BRAND IN SECURING A LICENSING PARTNERSHIP WITH MUZIK, ONE OF TORONTO'S PREMIER NIGHTLIFE DESTINATIONS. FROM 2016 TO 2018, THE PARTNERSHIP TRANSFORMED THE VENUE'S OUTDOOR BEACH AREA INTO PLAYBOY BEACH, CREATING A BRANDED SUMMER SERIES THAT BROUGHT TOGETHER NIGHTLIFE, LIFESTYLE, AND EXPERIENTIAL BRAND MARKETING.











Z | GROUP

DJS & LIVE PERFORMERS

















Z | GROUP

CELEBRITY APPEARANCES















Z | GROUP


Z | GROUP
CONTACT US
ZACHARY SOLOV
ZACH@ZGROUPLA.COM
(323)-578-8620
ZGROUPLA.COM