

TAP|INC.

TOMMY ALASTRA PRODUCTIONS

Life is not a problem to be solved, but a reality to be experienced...

For over a decade, Tommy Alastra Productions, TAP INC. has been a catalyst; a bridge between Hollywood, Wall Street & Silicon Valley; creating, developing, and delivering award winning content, campaigns, and some of the most memorable experiences.

SERVICES



BRAND STRATEGY

It's not who you are underneath, it's what you do that defines you.

We pride ourselves on the ability to listen and be mindful of our surroundings, paying diligent attention to the constant shifting trends and understanding objectives so that we may develop a thorough strategy that effectively achieves our objectives and goals.

1. BUSINESS ORGANIZATION

Formation, Licensing, Regulations, Intellectual Property (Trademark, Patents, etc.)

2. PRODUCT DEVELOPMENT

Formulations, Packaging, Protocols, etc.

3. OPERATIONS

Including Organizational Structure, Personnel, Vendors, etc.

4. SALES

Market Analysis, Competitive Analysis, Pricing, Market Position

5. MARKETING



PRODUCTION

Whatever the production, TAP INC. combines the best in aesthetic understanding, innovative concepts, creative designers and expert producers to deliver optimal experiences, programs and results.

FILM PRODUCTION SERVICES

FORM LLC
SCRIPT DEVELOPMENT & PURCHASE
CASTING
LOCATIONS
LINE PRODUCTION

TAX INCENTIVES SUBMISSIONS
BUDGETING
KEY CREW HIRES
COMPLETION BONDS
PRE-PRODUCTION

PRINCIPAL PHOTOGRAPHY
POST AND EDITING SERVICES
ACCOUNTING
MARKETING
SALES AGENCY CONSULTING

EVENT PRODUCTION SERVICES

VISUAL CONCEPTS
THEME AND DÉCOR
LOCATION SCOUTING/SECURE VENUE
INVITATION CREATION & DESIGN
FOOD & BEVERAGE

AUDIO/SOUND/ENTERTAINMENT
LIGHTING/VISUALS/VIDEO
STAFF
SECURITY
PRESS WALL/STEP & REPEAT

RED CARPET/ARRIVALS
VALET
OBTAIN LICENSES & PERMITS
FORMULATE BUDGETS
CELEBRITY & TALENT OUTREACH



TALENT RELATIONS

TAP Inc.'s long standing relationships put us and our client's brand, products, and services directly in the hands of "wish list" celebrities and personalities. We facilitate partnerships with celebrities through thoughtful analysis to maximize ROI in any form.

TAP INC NEGOTIATES, MANAGES AND EXECUTES ALL TALENT ENGAGEMENTS TO INCLUDE:

ARTIST BOOKING

Our vast experience in event production has given us an advantage to curate and book talent, performances and entertainment for all types of events and engagements.

CELEBRITY ENDORSEMENTS

Analyze and maximize ROI by aligning brand partnerships with the right celebrities.

CASTING

Film, TV, Web and other mediums.

LIVE PERFORMANCE ACTS

Whatever the occasion, TAP will create the experience.

INFLUENCER ENGAGEMENT

We develop campaigns to engage with genre-specific digital influencers who amplify a brand marketing message to their captive audiences.

TALENT RELATIONS, CONTINUED

TAP INC manages the entire talent procurement process, from analysis to execution. Aligning talent with events and brand experiences is an unparalleled way to amplify a brand's marketing message, casting a much larger net to an audience beyond the event. We apply an integrated approach to the talent engagement process by measuring ROI in context with the impact, impressions and earned media.



ANALYSIS

Talent Spectrum and recommendations



DEVELOPMENT

Campaign ideation and objective identification



NEGOTIATION

Contract and talent deliverables



ENGAGEMENT

Booking and payment



FULFILLMENT

Artist riders and hospitality



LOGISTICS

Artist travel and transportation



EXECUTION

Ensuring objectives and deliverables are met

TAP CALCULATES THE MARKETING RETURN ON INVESTMENT BY:



EVALUATING

earned media value and press coverage



MEASURING

the online and offline impressions



QUANTIFYING

the message's reach



CONTENT CREATION

Whether your goal is to increase brand visibility or your bottom line, relevant and valuable content can fuel demand and ignite your audience into action. TAP INC is a content provider specializing in branding, marketing, non-fiction, narrative content and live action production for television, web and beyond. We create content that informs, motivates, inspires and entertains.

BLOGS
eBOOKS
INFOGRAPHICS

VIDEOS
SERIES
SOCIAL MEDIA

PHOTOGRAPHY
WEBINARS
FEATURES



SOCIAL CAMPAIGNS & MEDIA

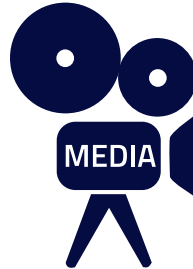
Effectively bridging the gap between traditional media and the virtual space, TAP INC measures a clients Return-On-Investment in context with the impact, impression, and earned media.

SOCIAL MEDIA USED TO:

RAISE BRAND AWARENESS
DRIVE APP DOWNLOADS
INFLUENCE CONSIDERATION

BUILD LOYALTY
REACH A NEW AUDIENCE
DEVELOP A COMMUNITY

AMPLIFY AN IDEA OR CAMPAIGN
PRODUCT DEVELOPMENT
CONTENT DISTRIBUTION



PAID MEDIA PROMOTION

We deploy thoughtful advertising units, media planning, media buying, and optimization across search engines, social networks, and display advertising networks. We create campaigns that raise awareness and brand recall, promote branded content to audiences or retarget to drive conversions.

OUR PAID MEDIA OFFERINGS INCLUDE:

DISPLAY ADS
PAID SEARCH
SOCIAL MEDIA
SPONSORSHIPS

CONTACT

TOMMY ALASTRA PRODUCTIONS

INFO@TAPINC.NET

ASST@TAPINC.NET