

# JOC MEDIA + ENTERTAINMENT

MARCOM + FILM/TV ENTERTAINMENT CAPABILITIES DECK ©2024

A wide-angle landscape of a desert canyon under a clear blue sky with a bright sun and lens flare. The scene features rugged, layered rock formations in shades of brown and tan, with a vast, flat desert floor in the distance. The sun is positioned in the upper right, creating a prominent lens flare that streaks across the sky. The overall atmosphere is bright and expansive.

**Our vibe is creative, and our vision is global.**

# ABOUT



“Necessity is the mother of invention,” and in our case, creation.

Since 2000, JOCMedia & Entertainment has provided creative-driven and business-focused solutions for our global clients who’ve chosen to align with us.

Through our efforts of alleviating creative and logistic pain points in marketing communications and film and television entertainment, our clients have achieved repeat success in the media marketplace.

We’re innovative and resourceful and look forward to collaborating with you on winning together.

# PROTAGONIST

Justin O. Cooper is a self-described solivagant who is always up for an adventure involving international cultural experiences.

As CEO of JOCMedia, he brings nearly 25 years of results-driven experience in marketing, journalism, public relations, film and television production, and music entertainment. Cooper is also at the helm of JOCMedia's media production subsidiary banner, KALEIDOSCOPE, as producer and editor. KALEIDOSCOPE develops and produces commercial, feature, and TV projects.

He graduated from Benedict College, where he studied Journalism, and completed additional studies at UCLA, where he garnered certifications in Film & Television Development and Film Editing. He is a member of Film Independent, listed on the Motion Picture Editors Guild's Roster (Local 700) in the Assistant Editor classification, and an ASCAP award-winning songwriter.



# MARCOM CAPABILITIES

Allow us to help you find your voice with bespoke messaging to increase your brand awareness, business development, and B2B or B2C engagement.

We specialize in:

- **COPYWRITING**
- **INTEGRATED MARKETING**
- **AUDIO + VIDEO PRODUCTION**
- **GRAPHIC + WEBSITE DESIGN**
- **EVENT MANAGEMENT + LOGISTICS**

We've managed an array of campaigns and projects from ideation to implementation with traceable key performance metrics.



# FILM + TV CAPABILITIES

Consider us your local resource with a global reach for your short or long-form content from development through post-production and delivery.

We specialize and are knowledgeable in the following:

- **STORY ANALYSIS + DEVELOPMENT NOTES**
- **DEVELOPMENT ASSETS** (Pitch Decks & Treatments)
- **PRODUCTION MANAGEMENT**
- **FILM EDITING** (Sizzle Reels, Promos, Trailers, etc.)
- **MUSIC LICENSING**
- **FILM INCENTIVES** (Cash Rebates/Tax Credits)

We've produced and edited 30+ short-form media content for Fortune 100 brands and provided production support for various Hollywood studios, e.g., Disney, Universal, and Paramount.



# CLIENT ROSTER

CURRENT AND FORMER [Abridged]

**New York Life Insurance Co.**

**The Royal Film Commission - Jordan**

**Benetone Films** (Thailand)

**Abroad Films** (Hungary)

**Uganda Tourism Board**

**Desert Motion Pictures** (Jordan)

**Assoc. of Film Commissioners Int'l.**

**Rogers & Cowan PMK**

**Southern Regional Medical Center**

**Warner Music Group**

**Ann Nesby** (2x Grammy winner + actress)



# PORTFOLIO MARCOM

[Abridged]

AFCI Cineposium  
Variety Magazine  
The Hollywood Reporter  
Cannes Film Festival  
Jordan Familiarization Tour

Visit [vimeo.com/jocmedia](https://vimeo.com/jocmedia) to access our library of branded content we've written, produced, and edited for our domestic and international clients.



AFCI Marketing Fulfillment  
Barcelona, Spain



AFCI PR Earned Media  
Los Angeles, CA, USA



AFCI PR Earned Media  
Los Angeles, CA, USA



MARCHÉ DU FILM  
FESTIVAL DE CANNES

RFC-Jordan Event Mgmt. & Logistics  
Cannes, France



RFC-Jordan Event Mgmt. & Logistics  
Amman, Jordan



# PORTFOLIO FILM + TV

[Abridged]

**SEAL TEAM** (Jordan Film Commission)

**DUNE** (Jordan Film Commission)

**ALADDIN** (Jordan Film Commission)

**RIDE ALONG** (SRMC Film Liaison)

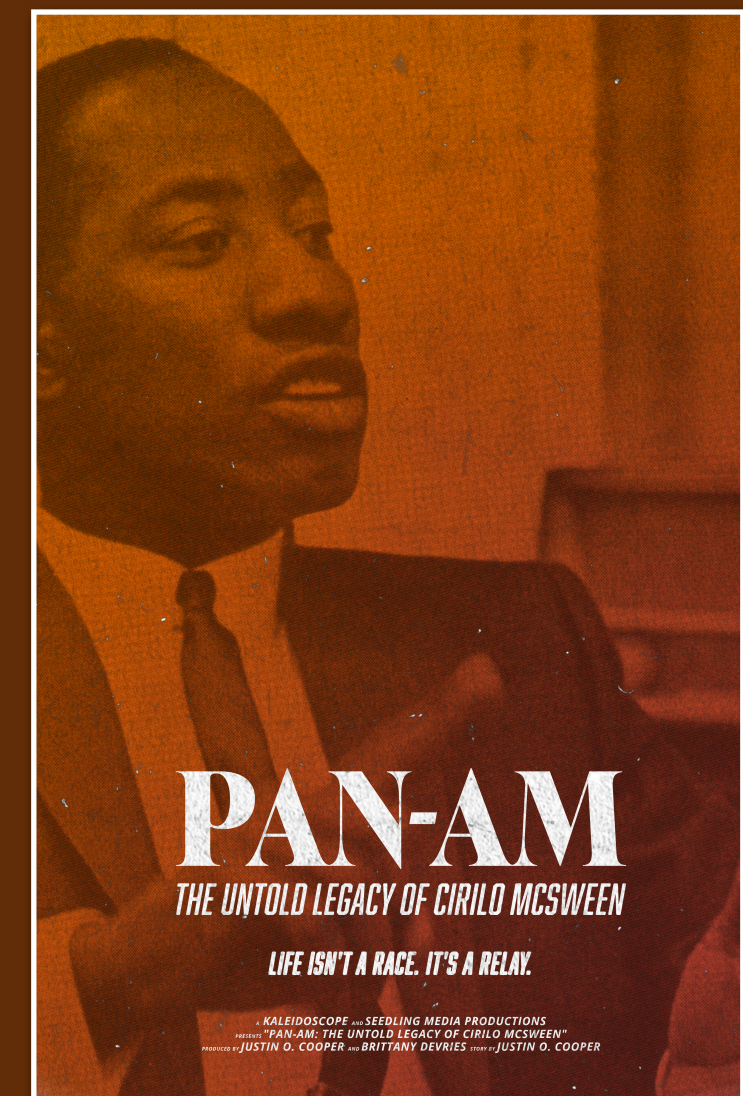
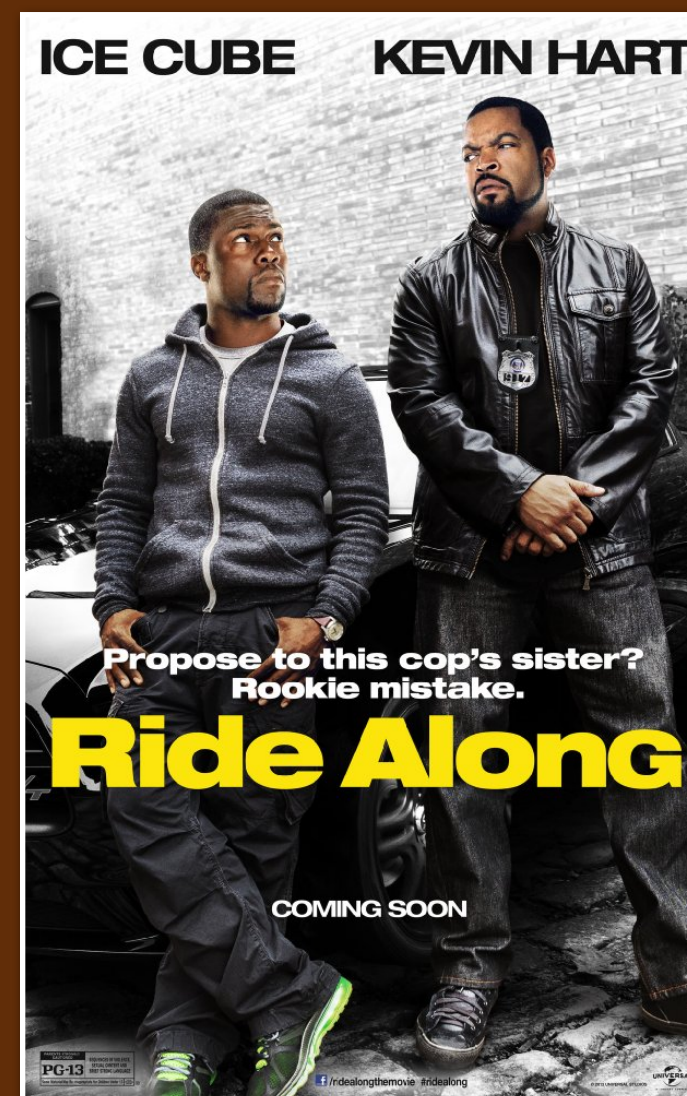
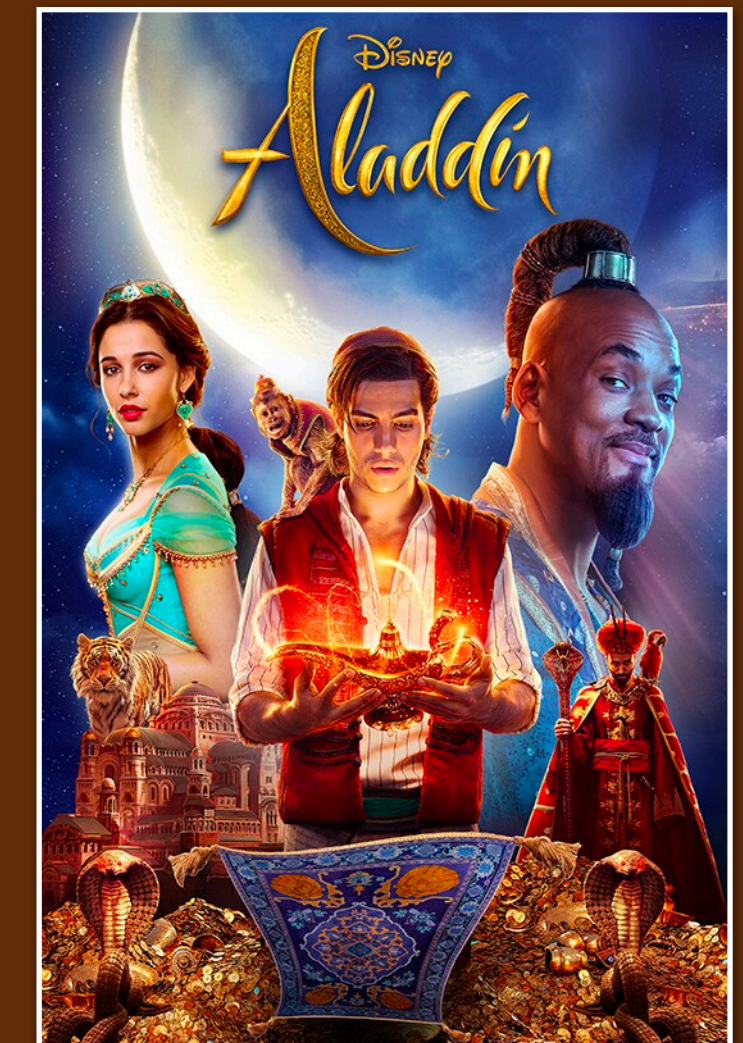
**WHAT TO EXPECT WHEN YOU'RE EXPECTING**

(SRMC Film Liaison)

**PAN-AM: THE UNTOLD LEGACY OF CIRILO MCSWEEN**

(Producer)

Visit our [IMDb page](#) to access the entire catalog of film and television projects for which we've provided physical production support resources domestically and abroad.



# CASE STUDY: NEW YORK LIFE

MARCOM + FILM

## CHALLENGE:

Multiple business units within New York Life Insurance's ecosystem needed additional creative services support in creating content with expedited turnaround times beyond what the internal creative and marketing teams could provide.

## OUR SOLUTIONS [Abridged]:

Introduced a streamlined one-stop hub approach to creating marketing assets for NYL's African American Market Unit, Cultural Marketing, and Agency Diversity, Equity, and Inclusion business units.

We became AAMU's lead content creators for written, digital, and video assets, reaching the units 1,400+ field force and producing public-facing national TV ad campaigns in the top linear and OTT TV markets in the U.S.



New York Life's African American Market is committed to improving the economic future of Black America.

We are working to help create financial stability, economic opportunity, and multigenerational wealth.

[newyorklife.com/makeadifference](https://www.newyorklife.com/makeadifference)

 African American Market Unit

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# CASE STUDY: AFCI

MARCOM

## CHALLENGE:

Raise AFCI's profile within the global film industry, maintain membership retention and engagement, communicate critical internal and external messaging, and establish strategic partnerships.

## OUR SOLUTIONS [Abridged]:

Composed and published original content garnering earned media in The Hollywood Reporter, Variety, Screen International, and SHOOT Online.

Oversaw Creative Service Management of AFCI's Locations Show 2016 & 2017 that garnered 4000+ attendees.



afci ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL  
THE NUMBER ONE  
RESOURCE FOR THE  
PLANET FOR SHOOTING

WITH OVER 300 CERTIFIED FILM COMMISSIONS ON SIX CONTINENTS,  
THERE'S ALMOST ALWAYS AN AFCI MEMBER OFFICE NEARBY TO HELP YOU  
NAVIGATE LOCAL LAWS, CUSTOMS AND PROCEDURES.

AFCI MEMBERS ARE THE BEST TRAINED IN THE WORLD PROVIDING  
INVALUABLE TOOLS FOR PRODUCERS SEARCHING FOR THE RIGHT LOCATION  
OR LOOKING TO CAPITALIZE ON THE LATEST TAX INCENTIVES.

learn more at  
[WWW.AFCI.ORG](http://WWW.AFCI.ORG)

# CASE STUDY: SRMC

MARCOM

## CHALLENGE:

Southern Regional Medical Center, a non-profit community hospital, sought ways to engage the suburban Atlanta area (Clayton, S. Fulton, N. Fayette County) to promote Heart Health Awareness Month (February)

## OUR SOLUTIONS [Abridged]:

We cross-pollinated our client roster to book Ann Nesby as campaign spokeswoman while securing music licensing deals of Nesby's music for use via SONY ATV Music Publishing and Universal Music Group.

The campaign resulted in more than 2,000 patients screened and referred to physicians accepting new patients.

## ANN NESBY

Grammy winner and former  
Southern Regional heart patient



# CASE STUDY: SRMC

FILM + TV

## CHALLENGE:

Southern Regional Medical Center, a non-profit community hospital facing financial challenges, sought ways to generate additional revenue streams.

## OUR SOLUTIONS [Abridged]:

Established relationships with Hollywood production companies, local government officials from the Clayton County Economic Development Office (Film Clayton), and Georgia's Film, Music & Digital Entertainment Office.

Oversaw Production Logistics for more than 30+ commercial, TV, and feature film projects. Earning more than \$500,000 in location fees from 2011 - 2014.



Georgia<sup>®</sup>

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Film, Music & Digital  
Entertainment

# CASE STUDY: RFC-JORDAN

MARCOM + FILM

## CHALLENGE:

RFC - Jordan sought to gain visibility and promote its production service resources and film incentives in the North American and European markets.

## OUR SOLUTIONS [Abridged]:

Secured Executive C-Suite participation from Legendary Entertainment, Netflix, Disney Pictures, 20th Century, LMGI, and others for RFC's Familiarization Tours (2017 - 2023)

Key Facilitator of Strategic Partnerships between RFC and the Writers Guild of America Foundation, the Producers Guild of America, and the Location Managers Guild International.

Efforts led to and supported major U.S. productions, e.g., STAR WARS: THE RISE OF SKYWALKER, ALADDIN, DUNE, and SEAL TEAM (season 6), choosing Jordan to film and generating millions of dollars in economic development.



*VARIETY*

**Hollywood Productions  
Find a Warm Welcome  
in Jordan**

A scenic view of a tropical coastline. In the background, a large, forested mountain with a prominent peak rises against a cloudy sky. The mountain's slopes are covered in dense green vegetation. In the foreground, a body of water reflects the sky. Along the shoreline, there is a small town with several buildings and palm trees. A large red boat is docked at a pier on the right side of the image. The overall atmosphere is serene and natural.

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# CONTACT US

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