



Media Kit

ATL ↔ Jozi • Code, Crypto, Culture

Positioning

Angel Kellogg builds attention-first brands that convert cultural energy into measurable outcomes. Work spans education, nonprofit infrastructure, and curated experiences across the US and South Africa.

Core Brands

- **From the Block to the Blockchain** — Web3 education & media for underserved communities.
- **ForeverDOCs** — 100% free nonprofit preserving vital family documents.
- **BRGRCollective** — access & skills for women in tech/Web3.
- **Jozi Experience** — curated cultural immersion in Johannesburg.
- **YOH Underground** — members-only nightlife, crypto-only payments.

Contact

Partnerships & media: hello@angelkellogg.com • Site: AngelKellogg.com



Formats & Deliverables

What we produce, how we produce it

Video & Content Formats

- **Short-Form Video** — TikTok, IG Reels, YouTube Shorts (30–60s primary).
- **Series** — *Daisy Mae Goes to Johannesburg*, *Wallet Talk*, ATL ↔ Jozi lifestyle.
- **Long-Form** — YouTube episodes, keynote clips, explainers.
- **Audio** — podcast segments and soundbites for socials.

Brand Integrations

- **Sponsorships** — integrated storylines, recurring placements, end-cards.
- **Product Features** — authentic use-cases aligned to ATL ↔ Jozi life.
- **UGC** — studio-quality assets for paid social and retail PDPs.
- **Events/Activations** — Johannesburg showcases, private member nights.

Creative Direction

Aesthetic leans luxury■street: black/gold palette, 80s chrome touches, and clean typographic hierarchy. Narrative voice is confident, systems■minded, and community■first.



Audience & Brand Fit

Who we speak to and why it works

Audience Profile

- **Geography** — US (ATL/SE) and Johannesburg metro.
- **Mindset** — builders, creators, founders; tech■curious, culture■led.
- **Values** — ownership, transparency, community uplift.

Why Partners Choose Angel

- Authenticity across two ecosystems: ATL and Jozi.
- Systems thinking: content ladders into outcomes (signups, attendance, sales).
- Production discipline: repeatable formats that scale.

Compliance & Safety

Brand■safe deliverables: rights■cleared music, captioning, and platform■native best practices. Clear FTC disclosures on sponsored posts.



Collaboration & Next Steps

How to get started

Common Packages (Rate Card on Request)

- **Launch Capsule** — 3x Shorts + 1x IG story set + UGC pack.
- **Series Sponsorship** — 4–8 weeks, shared story arc, end card CTA.
- **Event Activation** — Jozi venue or pop up with content capture.
- **Keynote/Speaking** — attention economy, Web3 for culture, ownership systems.

Process

- **Brief** — goals, guardrails, deliverables, timeline.
- **Treatment** — creative outline + example beats.
- **Production** — scripting → shoot → edit → QA.
- **Delivery** — platform ready assets + usage rights.

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Let's architect something worthy of the culture.