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COSMIC CREATIVITY
PURPOSE
BELONGING

CASE STUDY 1:

MET GALA CULINARY PROGRAM

CORBYN WRIGHT

MSG, PRODUCTION AND
PARTNERSHIPS
COORDINATOR

AT A GLANCE

The 2022 Met Gala, themed 'In America: An Anthology of Fashion', saw a collaboration between MSG, Vogue, and The Metropolitan Museum of Art to craft a culinary experience that matched the event's luxurious and cultural standards. Working with Marcus Samuelsson and top chefs, the team, including the Production Coordinator and Culinary Strategist, developed a themed menu for the high-profile guests. Featured in Vogue and other leading outlets, the menu enhanced the gala experience and upheld Vogue's status in hosting culturally rich luxury events.

CHALLENGES

THEME ALIGNMENT

Designing a menu that authentically reflected the event's theme, "In America: An Anthology of Fashion," while maintaining culinary innovation and sophistication.

DIVERSE PALATES

Catering to a wide variety of dietary preferences and restrictions among high-profile guests.

TIGHT DEADLINES

Coordinating the menu development, ingredient sourcing, and logistics within a compressed timeframe leading up to the event.

LOGISTICAL COMPLEXITY

Ensuring flawless execution in a high-pressure, luxury event setting with multiple stakeholders, including chefs, planners, and event organizers.

APPROACH

RESEARCH & DEVELOPMENT

Worked with Marcus Samuelsson and the team of selected chefs to brainstorm dishes aligning with the Gala's theme.

COORDINATION

Managed communication between the chefs, the event planners, and Vogue to ensure seamless execution.

EXECUTION

Oversaw pre-event tastings, sourcing of premium ingredients, and the logistical setup at the Met.

RESULTS

The 2022 Met Gala menu received widespread acclaim, with coverage in Vogue and other outlets highlighting its alignment with the event's theme and its cultural resonance. The menu enhanced the guest experience and reinforced Vogue's reputation for curating impactful luxury events.

FEEDBACK

Attendees praised the menu's innovation and thematic storytelling, while the chefs and stakeholders appreciated the collaborative process and seamless execution, which brought the vision to life.

CONCLUSION

This project emphasized the importance of clear communication, adaptability, and meticulous planning in high-pressure environments. It also reinforced the power of food storytelling in elevating an event's cultural and emotional impact.

CASE STUDY 2: MANHEIM ARENA

JILLIAN THOMAS
MARKETING MANAGER
COX AUTOMOTIVE

AT A GLANCE

As Marketing Manager for Manheim Arena, a Cox Automotive brand, Jillian led marketing initiatives to increase dealer engagement, optimize email campaigns, and launch key product innovations. Managed a team of 12 and a \$100,000+ budget while working closely with sales to drive results.

CHALLENGES

LOW DEALER ATTENDANCE
KPI for dealer attendance was underperforming, limiting sales opportunities.

EMAIL ENGAGEMENT
Below industry standards for open rates and click-through rates, reducing marketing campaign impact.

CUSTOMER SERVICE OPTIMIZATION
Needed to launch new tech (Manheim app, kiosks) to enhance the client experience.

SOLUTIONS

LEAD CAMPAIGNS
Executed targeted campaigns for GM, Chrysler, Audi, Volkswagen to boost engagement.

DATA-DRIVEN STRATEGY
Leveraged Salesforce to personalize email, text, and call campaigns based on dealer behavior.

EVENT STRATEGY
Increased dealer attendance by 18.3% in the first 90 days through optimized event marketing and promotions

TECH ROLLOUT
Led the launch of the Manheim app and customer service kiosks to enhance client experience.

BENEFITS

1

HIGHER ENGAGEMENT & RETENTION
Increased dealer engagement and improved overall client retention through personalized marketing campaigns and innovative customer service tools.

2

MAXIMIZED ROI
Delivered measurable ROI by staying within budget while driving impactful campaigns and optimizing internal workflows.

3

INCREASED BRAND AWARENESS
Boosted Manheim's industry presence by aligning marketing with product innovation and customer service excellence.

RESULTS

18.2% increase in dealer attendance at auctions within the first 90 day

14% improvement in email open rates, surpassing regional average by 7%

Successful launch and adoption of the Manheim app and kiosks, improving user experience and dealer satisfaction

CASE STUDY 3: AMAZON RECRUITMENT

WHITNEY YOUNG
AMAZON HEADQUARTERS
SENIOR TECHNICAL SOURCER AND
PROJECT MANAGER

AT A GLANCE

As Senior Talent Sourcer and Project Manager at Amazon, Whitney has led sourcing plans and initiatives for Amazon's technical advertising teams across North America. Responsible for Amazon's highest revenue group, Whitney led projects to increase productivity, talent mapping and process improvement

RESULTS

22% decrease in average time to hire within six months

37% increase in pipeline-to-hire conversion rate

SOLUTIONS

IMPLEMENT ADVANCED SOURCING STRATEGIES

- Utilize AI-powered tools and advanced boolean search techniques to identify and engage top tier technical talent in competitive market
- Develop partnership with advertising and technical industries, conferences and universities to create robust pipelines.

OPTIMIZE PROCESSES THROUGH PROJECT MANAGMENT METHODOLOGIES

- Create detailed project roadmaps for deliverables
- Use dashboards and data visualization tools like Tableau and Power BI to provide actionable insights into sourcing effectiveness, market availability and pipeline health

BENEFITS

- 1** ACCELERATED INNOVATION
Faster hiring enables quicker development and launch of ad products, driving higher ad spend.
- 2** IMPROVED EFFICIENCY
High-performing teams optimize ad solutions, boosting ROI and scalability
- 3** INCREASED COMPETITIVENESS
Attracting top talent enhances market position and grows ad revenue

CHALLENGES

STRATEGIC TALENT PIPELINE DEVELOPMENT

Build and maintain a strong pipeline of high-caliber technical talent for niche roles for Amazon's Advertising organization. This includes staying ahead of market trends, leveraging advanced sourcing techniques, and using global talent pools

STAKEHOLDER MANAGEMENT AND ALIGNMENT

Work closely with hiring managers, technical teams, and HR partners to comprehend the intricate requirements of roles and align on recruitment priorities. Build trust with senior leaders by offering data-driven insights to shape recruitment strategies and outcomes.

DATA-DRIVEN DECISION MAKING

Leverage analytics and talent acquisition metrics to evaluate sourcing strategies, measure performance, and identify areas for improvement.

PROJECT MANAGEMENT FOR SCALABILITY

Design and execute scalable sourcing projects and initiatives to meet high-volume hiring demands.

CASE STUDY 4: A SEAT AT THE TABLE

CORBYN WRIGHT

MSG, PRODUCTION AND PARTNERSHIPS
COORDINATOR

AT A GLANCE

The Seat at the Table dinner, hosted during CultureCon Weekend, was a collaboration between Marcus Samuelsson Group and CultureCon to honor Black creatives and promote Marcus Samuelsson's podcast, Seat at the Table. Held at Samuelsson's newly opened restaurant, the event featured custom tablescapes, specialized menus, and curated gift bags, celebrating creativity and fostering meaningful connections in the Black creative community.

CHALLENGES

COORDINATING RESTAURANT OPENING

Hosting a dinner during Marcus Samuelsson's restaurant opening week required meticulous coordination of event logistics and debut preparations.

BALANCING DUAL GOALS

The event had to honor Black creatives and foster community while promoting the *Seat at the Table* podcast as well as *CultureCon*, requiring careful alignment of cultural and promotional elements.

ENGAGING HIGH-PROFILE GUESTS

Securing and accommodating special guests like Vanessa Williams and Tamara Tunie demanded meticulous planning and personalized coordination.

CUSTOMIZING FOR IMPACT

Delivering high-quality tablescapes, specialized menus, and curated gift bags under a tight timeline required precise collaboration with designers and vendors.

APPROACH

EVENT DESIGN

Custom tablescapes, specialized menus, and curated gift bags.

ASSET MANAGEMENT

Gathered branding materials and promotional elements.

GUEST OUTREACH

Secured special guests Vanessa Williams and Tamara Tunie.

STORYTELLING

Aligned the event's theme with CultureCon and podcast narratives.

RESULTS

1

90% POSITIVE FEEDBACK

Guests praised the event's thoughtful design and execution.

2

PRESTIGE

Restaurant earned 2 stars from The New York Times post-event.

3

CULTURAL IMPACT

The dinner highlighted Black creatives and fostered meaningful connections.

4

PODCAST SUCCESS

The event's success led to Audible commissioning a second season of Seat at the Table, boosting its visibility and impact.

CASE STUDY 5: HIGHLINE SALE

JILLIAN THOMAS
MARKETING MANAGER
COX AUTOMOTIVE

RESULTS

40% increase in inventory volume after acquiring 18 new sellers

12% year over year revenue increase after establishing the annual sales event

90% of attendees reported they would participate again in the future

CONCLUSION

By creating a high-quality, exclusive experience and filling the gap for highline sales in the Midwest, we not only attracted new clients but also positioned Manheim Arena Illinois as the premier location for highline and exotic car auctions in the North. The success of this event led to it becoming an annual highlight, driving increased revenue, brand presence, and a strong reputation in the industry.

STRATEGY & EXECUTION

EVENT CONCEPTUALIZATION

Developed the concept and defined qualifications for eligible cars to ensure high standards and attract the right audience.

TARGETING NEW CUSTOMERS

Outreached to new dealerships and key luxury sellers, using personalized email campaigns to highlight the benefits of participation. Targeted high-end buyers by leveraging existing relationships and engaging new clients

PRE-SALE ENGAGEMENT

Hosted a VIP dinner the night before the sale, offering a relaxed environment for networking and fostering relationships between sellers and buyers, attended by 70+ key stakeholders.

MANAGED ONLINE BUYERS

Ensured a seamless integration between physical and online sales, with over 30% of the sales from online bidding

VENDOR MANAGEMENT

Coordinated with multiple vendors for the smooth execution of the event, including catering, event staff, transportation companies, and technology partners for online bidding.

AT A GLANCE

Launched the inaugural Highline Sale at Manheim Arena Illinois, an exclusive showcase of high-end and foreign cars. This event drew top-tier buyers and sellers nationwide, positioning the venue as a leading destination for luxury sales. Key responsibilities involved developing the event concept, managing logistics, maintaining vendor relationships, and executing targeted customer outreach.

CHALLENGES

LACK OF HIGHLINE PRESENCE IN THE MIDWEST

The region was underrepresented in high-end and exotic car auctions, with sales traditionally held in South Florida, California, and Texas

ATTRACTING NEW SELLERS AND BUYERS

Needed to engage luxury car dealerships that had not previously participated in the location, while also attracting high-net-worth buyers.

LOGISTICS AND COORDINATION

Managing transportation of high-end vehicles from multiple states, organizing customer travel, and ensuring a seamless event experience.

CASE STUDY 6:

AMAZON BLACK EMPLOYEE NETWORK

WHITNEY YOUNG

AMAZON HEADQUARTERS
SENIOR TECHNICAL SOURCER AND
PROJECT MANAGER

AT A GLANCE

The Amazon BEN (Black Employee Network) - DMV Mental Health Awareness Month event brought together over 500 members to promote wellness through an engaging mix of activities. Attendees participated in pop-up fitness classes with CorePower Yoga and Solidcore, on-site therapy sessions, a vibrant networking happy hour sponsored by D'USSE. The strategy was to create a multi-faceted event that holistically addressed mental health and positive well-being while strengthening connections within the Amazon BEN-DMV chapter.

CHALLENGES

LOGISTICAL COORDINATION

Managing multiple activities, including fitness classes, therapy sessions, and a happy hour, across various locations in the DMV area required meticulous scheduling and vendor coordination to ensure smooth execution.

ENGAGEMENT OF A LARGE, DIVERSE AUDIENCE

Catering to the mental health and wellness needs of over 500 members meant creating activities that resonated with a wide range of preferences, comfort levels and schedules.

POST-COVID SAFETY CONCERNS

Ensuring a safe environment with proper health protocols was paramount, including managing social distancing during group sessions and providing sanitized spaces for therapy and exercise.

BRAND AND SPONSORSHIP ALIGNMENT

Partnering with D'USSE and wellness brands like CorePower Yoga and Solidcore required thoughtful integration to align with Amazon's Leadership Principles and the event's mental health awareness theme.

EXECUTION

EVENT DESIGN AND PROGRAMMING

Curated a blend of activities, including fitness classes, therapy sessions, and a happy hour to appeal to diverse interests

PARTNERSHIPS AND SPONSORSHIPS:

Secured partnerships with CorePower Yoga and Solidcore for professional fitness classes and collaborated with D'USSE for a sponsored happy hour, adding a celebratory and social element.

ENGAGEMENT & COMMUNICATION:

Deployed a targeted internal communication campaign to drive awareness and RSVP's along with using feedback from prior events to fine-tune offerings and ensure maximum participation

RESULTS

39% of participants signed up for Better Health or Amazon's EAP resources

12% year over year revenue increase after establishing the annual sales event

83% of attendees reported they would participate again in the future

Led to 3 more Amazon BEN-DMV events sponsored by D'USSE

High attendance with over 500 members

We're here to make a *difference* in
this industry. That's what sets us
apart from the *rest*.

READY TO WORK WITH US?

Let us be the gravitational force
that centers your brand.

info@cosmoagency.co

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