



WHAT WE DO

AT THE LEDE COMPANY



We have three distinct but very much interconnected divisions. With our extensive experience in the media, tech, fashion, entertainment, music, and related creative industries, we help high-profile institutions and individuals establish and manage their public image, as well as develop and support their brands.

TALENT

The Lede Company's Talent division represents more than 200 of the biggest names in entertainment, including television and film stars, recording artists, authors, models, digital influencers and theater actors. Our talent publicists work with A-list stars as well as promising newcomers on everything from film festivals and red-carpet events to brand partnerships and charity campaigns.

STRATEGIC CORPORATE COMMUNICATIONS

The Lede Company's Strategic Communications Division (SCD) has extensive experience developing and executing successful PR/Communications programs to tackle the industry's most complex challenges. The division's experience includes helping high-profile institutions and individuals in the entertainment, media, tech, and related creative communities establish and manage their public profiles.

Clients have included Fortune 500 companies, major movie studios, media conglomerates, technology companies, fashion brands, hedge funds and private equity firms, trade associations, and labor unions, as well as a wide variety of high-profile individuals, ranging from A-list movie and pop stars to political leaders and top executives.

BRAND

With experience supporting fashion companies, lifestyle brands, technology start-ups, and more, our Brand team has spearheaded media campaigns for some of the hottest influencers and tastemakers in the world. In today's business ecosystem, it is more vital than ever for brands to tell their stories in unconventional ways, and our Brand team prides themselves on breaking established industry rules and developing new strategies in service of their clients. The Lede Company's Brand team is at the epicenter of where traditional marketing and communications intersects with influence and culture.

LEDE

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