

A stylized illustration of a dandelion seed head in a golden-brown color. The seed head is on the left, and several seeds are shown blowing away in an arc towards the upper right.

Wish Factor

PROVIDING CREATIVE MARKETING SOLUTIONS FOR
NICHE MARKETS

• *About* •

Founded in Newark, New Jersey

2013



Wish Factor Consulting provides integrated marketing, community relations and development, strategy development, with an expertise in reaching African American, Hispanic and Urban consumers.

For over 15 years, our team has worked with brands to create real impact in the marketplace and communities. Our mission is to be creative problem solvers dedicated to developing innovative solutions and producing real results.

CREATIVE PROBLEM SOLVERS

STRATEGY

Innovative thinkers who create, manage and execute integrated marketing campaigns and multimedia plans with ease. This team increases brand awareness and community relations seamlessly.

MARKETING & PR

A results driven marketing & PR team with a reputation for making things happen through strategic partnerships, and leveraging the many relationships fostered in their stellar careers in the marketing and entertainment fields.

DESIGN

Whether consulting with other agencies to authentically initiate brand to consumer communication, or establishing 'the voice' through conception, design and execution of campaigns, the design team is adept at solving problems for campaigns with a 360° appeal.



***Tuwisha D. Rogers,
Principal and Creative Problem Solver,***

Has promoted some of America's most well-known brands, such as AARP, AMTRAK, Glory Foods, TARGET, Verizon and Procter & Gamble. She has developed multimedia plans and creative solutions for clients such as Pepsi, MassMutual and Comcast while working at Black Enterprise.

“It was under Stoute’s mentorship and tutelage that I discovered how to be a creative problem solver”

EDUCATOR

Tuwisha was an educator at Bauder College in the Business department and Political Science at William Paterson University.

SPEAKER

She serves as a speaker and facilitates workshops for public schools, colleges and organizations on the topics such as personal branding, academic development and community partnerships

COMMUNITY SERVANT

Recognized as a leader in her community and industry she was awarded the Network Journal 40 under 40 award.

“I believe that we all serve a divine purpose and have a light that will and must shine and I am on the road to fulfilling my destiny of bringing people together...one creative solution at a time!”

OUR TEAM



SYRETA OGLESBY

Public Relations Manager

A results driven publicist and marketing executive with a reputation for “making it happen” and creating strategic partnerships. Syreta has earned the respect of her peers and clients over her nearly decade-long career in the entertainment business. She has experience representing key influencers in the entertainment industry such as NFL Superbowl Champion Raheem Brock, Kid Capri, Raheem Devaughn, Joe Budden, Egypt Sherrod and new beauty subscription service Black Girl Beauty Box.



MANECHA GUILLAUME

Executive Account Manager

Manecha Guillaume knows what trends to watch and has a keen eye for detail. With a vast work experience from ABC, FOX, NBC Universal and BET Networks, and a degree in Broadcasting: Television Studies from Montclair State University, Manecha enjoys fusing her creative insights from her production background to her current position at Wish Factor LLC. Manecha has her sights set on continuing her work in the creative space on an international level. She believes that "Impacting lives on a global scale brings more purpose to (her) work and life mission."



ALEE-SHA STEWARD

Account Coordinator

Alee-Sha is a recent graduate from the University of Michigan with a degree in Communications and Sociology; she is an inquisitive problem-solver who loves turning dreams into reality. Through her experience as a Client Service Intern at MKTG Inc., and Promotions and Marketing Intern at Hot97, she has acquired the ability to identify an audience, determine what drives them and connect them to services that fulfill their needs and desires. Her goal in life is to be a positive role model for others. She hopes that by following her dreams she will inspire others to reach their goals and aspirations, no matter what barriers are placed in their way.

● **Experience** ●

the Wish Factor

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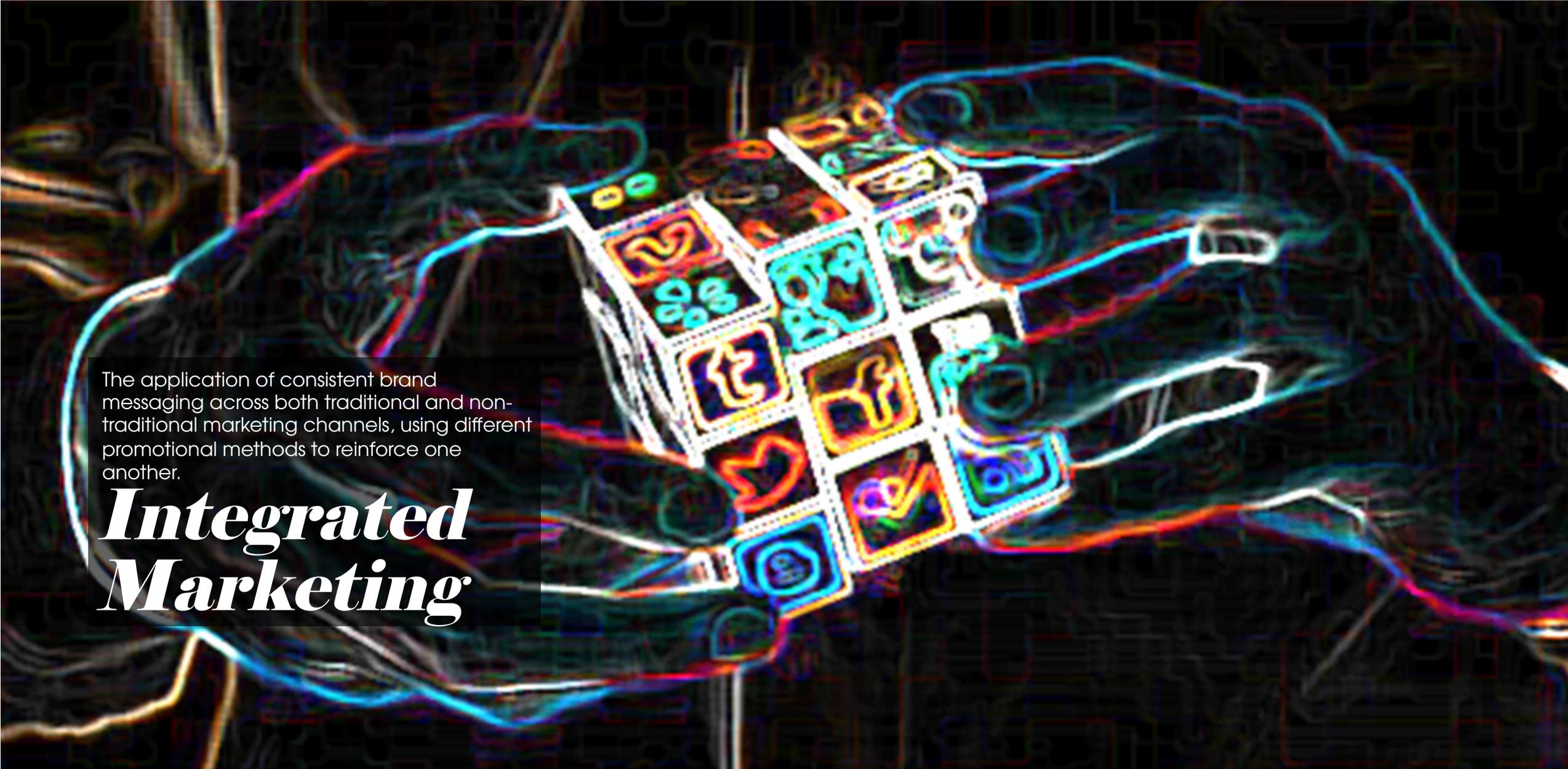
METHODOLOGIES

CASE STUDIES

CONTACT

The application of consistent brand messaging across both traditional and non-traditional marketing channels, using different promotional methods to reinforce one another.

Integrated Marketing





EXECUTIVE LEADERSHIP

As a Vice President she managed and developed integrated plans for brands that included PR, event execution, community relations and social and traditional media for Fortune 500 companies such as Procter & Gamble, Target, Rosa Regale and Verizon Wireless.

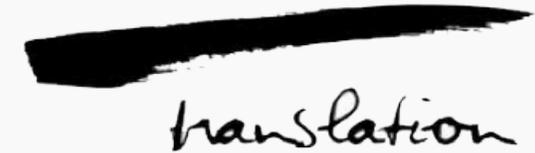
“Tuwisha has a primal passion for creative marketing solutions that is boundless.” – Imir Leveque, Teacher: Strategic Communication, Marketing & Media at New York University

BLACK ENTERPRISE

MULTIMEDIA MARKETING

Served as an Integrated Marketing Manager responsible for idea generation and proposal writing for multimedia programs for the BLACK ENTERPRISE franchise including magazine, website, mobile, tablet devices, online applications, events, and broadcast for accounts such as Mass Mutual, Comcast, and ExxonMobile.

“Tuwisha is the ultimate problem solver. She is extremely creative, detailed, and solution oriented.” – Monique Carswell, Managing Director, National & Diversity Marketing at Teach For America



BRAND MARKETING

As a Senior Brand Marketing leader, Tuwisha maximized and executed successful account planning, business development campaigns, and promotion management and advertising for various clients including Microsoft Bing, AARP and Glory Foods.

“I have very rarely come across someone with such a natural understanding of marketing as Tuwisha. Her passion and excellence in developing new, groundbreaking ideas for Fortune 500 companies is second to none.” – Peter Competello, VP of Business Development at Siege + Gale

the Wish Factor

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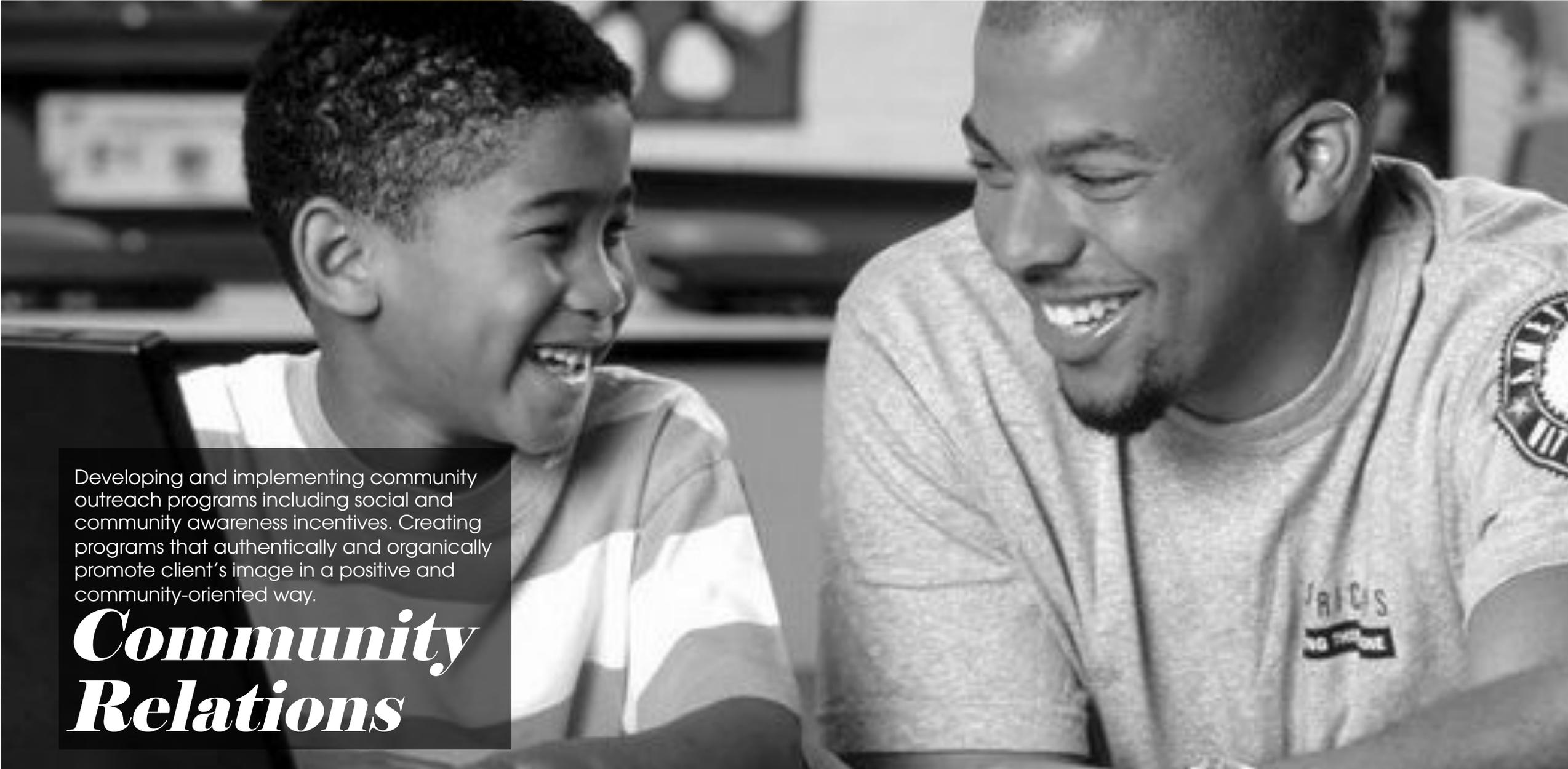
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Developing and implementing community outreach programs including social and community awareness incentives. Creating programs that authentically and organically promote client's image in a positive and community-oriented way.

Community Relations



DR. RANDAL PINKETT
ENTREPRENEUR • SPEAKER • AUTHOR • COMMUNITY SERVANT



PROGRAM DEVELOPMENT

As a Program Manager, she leveraged relationships with local citizens, institutions, organizations, and engaged local and regional businesses and civic entrepreneurs across social and political spectrums. Coordinated national and international programs such as Poverty in America and GENII.

“Tuwisha is a complete pleasure to work with and I would recommend her skill set to many others.” – J. Carter, Entrepreneur

PUBLIC RELATIONS MANAGEMENT

As a PR Manager, she was responsible for the overall branding and communication efforts for Dr. Pinkett, included managing and negotiating all contracts, appearances and speaking engagements with national organizations, like the National Black MBA Association Inc., and national businesses for instance Verizon and Prudential.

“Tuwisha provides excellent counsel and is very detailed oriented with great strategic thinking.” – Danyelee Davis, Vice President at Flowers Communications Group

COMMUNITY DEVELOPMENT

As a Program Manager, she oversaw and developed programming for urban youth while leveraging school and community resources. Received NJ state Resolution for Leadership Program.

“Results-oriented team player, strategist, and organizational leader appropriately describes what Tuwisha brings to any organization”
– John Cash, Director VP Marketing & Brand Strategy at IMG College// Collegiate Sports Entertainment and Media

• **S**ervices •

SERVICES

**Integrated
Marketing
Strategies**

**Community
Relations &
Development**

**Agency
& Media
Collaborations**



INTEGRATED

MARKETING STRATEGIES

Leveraging consumer and industry insights, market research, and trends, the Wish Factor develops strategic plans that employ the right marketing mix that organically connect to consumers and elevate their brand. This includes determining the right formula and partnerships in media, creative, influencers, social media, advertising, public relations and/or events.



COMMUNITY

RELATIONS & DEVELOPMENT

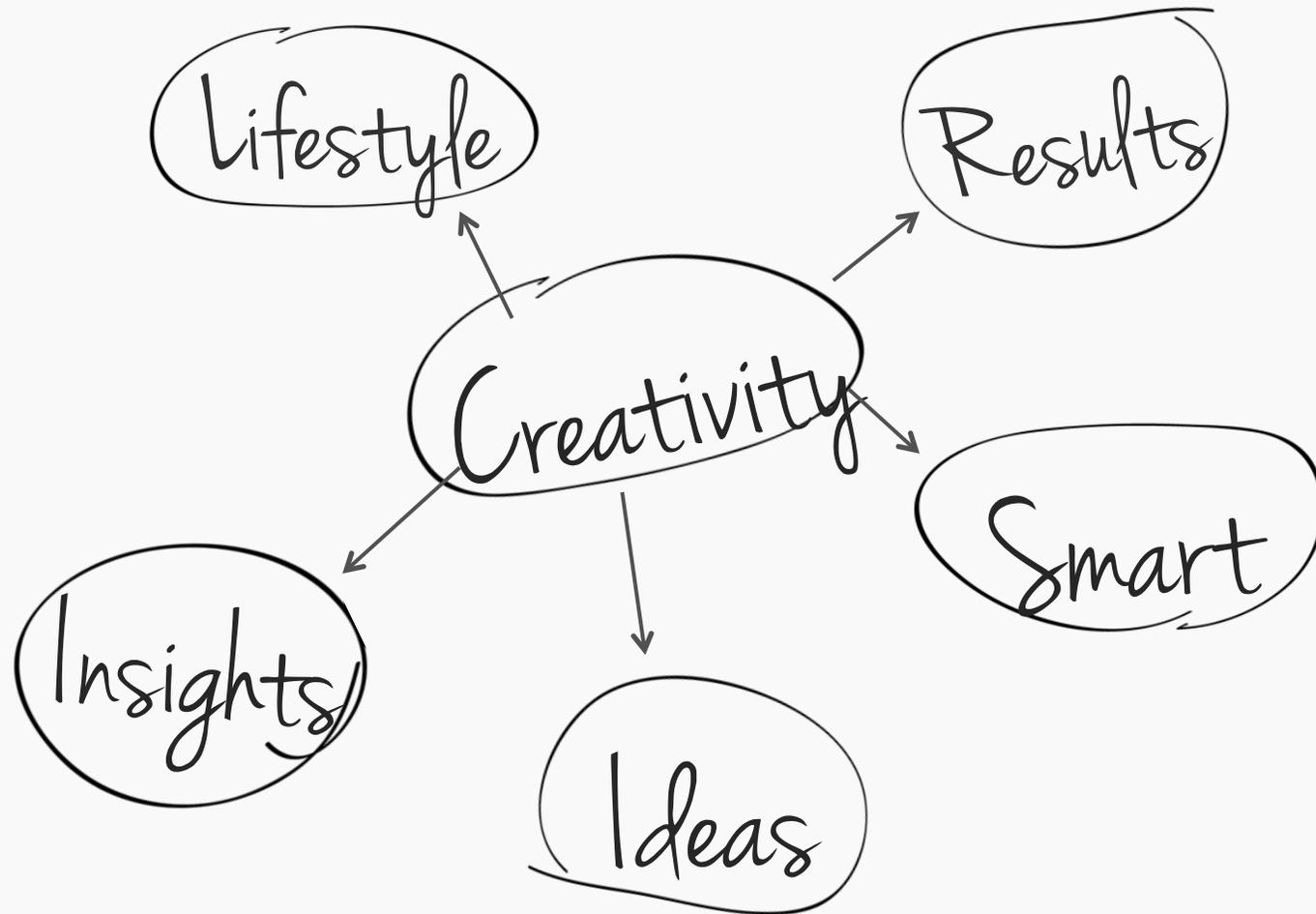
In today's marketplace identifying synergies between organizations and industries is ESSENTIAL. Today's savvy consumers are looking for solutions and brands that fit into their lifestyles and cycles.



AGENCY & MEDIA **COLLABORATIONS**

Two heads are better than one. Wish Factor can be the missing link or capability needed to develop innovative plans and execute strategies. Our services and expertise work well with and compliment other agencies. Our goal is to maximize our client's investment while servicing their needs.

● **Methodologies** ●



IDEATION

Our ideation process is a deep dive of analyzing insights, psychographics, cultural nuances and applying creative thinking to produce strategic solutions that will yield **Optimal** results.

Integrated plans and capabilities that suit your needs.

Reaching today's consumer requires a unique approach and communication. We develop plans that consider which communication/marketing mix is required to drive key messages and objectives.

That includes developing the right formula. Whether it's social media + influencer or Media + PR, we develop the best solutions to move the needle and make sizeable impact.



ROI





IDEAS

Ideas are the heart of creative problem solving... This is what keeps us results driven.



TEAM WORK

No egos here. We believe in integrated marketing teams, and working with you and your partners to yeild the best results.



CREATIVITY

Creativity for us is the art of delivering innovative ideas with practical execution.



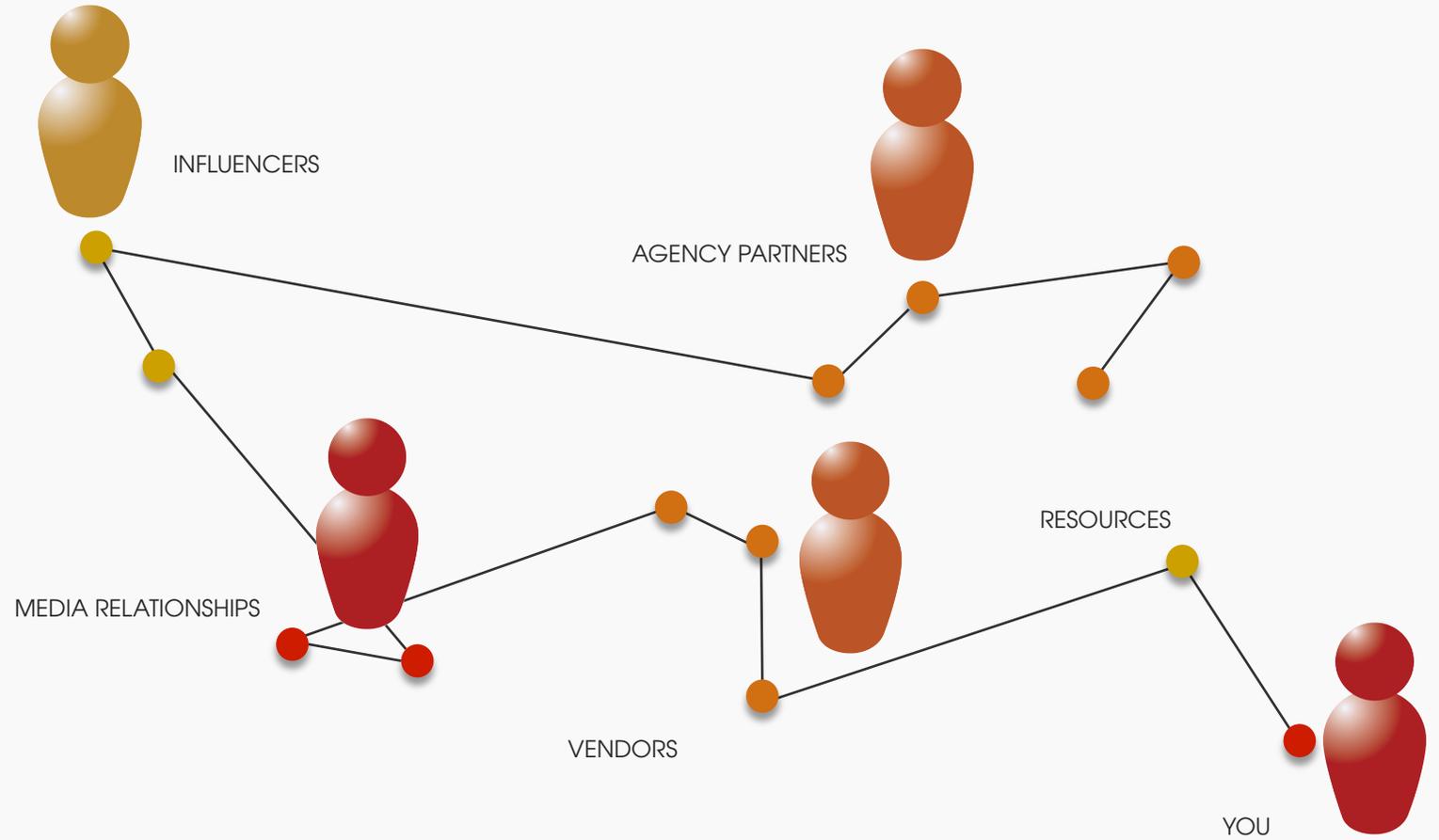
RESULTS

We are in the business of helping brands find their "OZ" ... Providing brands with a "yellow brick road" to their goals!

OUR NETWORK

Wish Factor is not too **BIG** to work with other agencies and we are not so small to handle a large load.

Our network consist of agency partners, influencers, media relationships, vendors and resources...assuring clients that we can bring all the **right capabilities to the table**.



• Case Studies •



CHALLENGE

Develop a strategy to reach African American women in an authentic way and increase brand awareness and sales.

SOLUTION

Develop an integrated marketing strategy plan that enabled the amplification of real moments for African American women about life, love and sex and empowers her to make healthy informed decisions. Leveraging authentic opportunities around relationships to discuss the importance of testing and knowing your status, using OraQuick.

RESULTS

Successfully launched a captured and shared content that targeted African-American women, and their decision making process around HIV testing. Invoking "ah ha" moments that "hit home", the program has underscored the importance of knowing your status and making health choices that are best.

the Wish Factor

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ORAQUICK®
IN-HOME HIV TEST

CAMPAIGN

In the past six months **Wish Factor** developed, executed and managed an integrated marketing plan that include:

- Content and Key Message Development
- Managed and Produced OraQuick, life. as we know it., Web series
- Media Strategy and Planning
- Creative Development
- Talent Management Relationships
- Media strategy and Pre-Planning
- Event Execution

know YOURSELF

you're smart. you're ambitious. you're beautiful.

Being an African American woman today means belonging to our ever-expanding community. Your life is filled with new opportunities and complicated challenges. With opportunity comes choices, and making the right ones isn't always easy. Whether you're dealing with issues of intimacy, sexual relationships, men, love, or self-esteem, a diverse gathering of African American women, including TV personalities, healthy sex advocates, relationship experts, and life coaches, share meaningful words of wisdom, inspiration, and practical information for you within these pages.

If you don't want to be too direct, you could say that you just read a magazine article on safe sex and you want their opinion on the subject. Or you could say something like "What brand of condoms do you use?" Perhaps you could bring the subject on topic of the moment – like when you're watching TV, out on a walk together, over dinner, or during a phone conversation.

However you choose to bring the subject up, make sure you discuss your feelings about safe sex in a clear and positive manner, so there are no misunderstandings. Your health and well-being are worth whatever feelings of awkwardness a conversation about safe sex might bring up, so stick to it, even if it makes you and your partner uncomfortable.

The best part is, once you've had this conversation with your partner, when you do decide to have sex, you're already prepared for the moment when it comes. Which means you can concentrate on more pleasurable things – like enjoying the moment.

kn w your moment.

what's worth knowing about love, sex and life by african american women. for african american women

life. as we know it.

life. as we know it.

life. as we know it.

ADVERTISMENT

Do you Love him more than you LOVE you?

Sometimes living a life of self-love requires you to have tough conversations about safer sex. Having this conversation and inquiring about his status shows him that you not only care about him but that you also care about yourself and live by a standard. He will respect you if you show him you respect yourself. Consider these tips before taking the next step in your relationship:

Have the conversation before you get intimate. When the lights are dim is not the ideal time to ask about STIs or inquire about his HIV status. Engage in a conversation when you are first getting to know one another. If he cannot have this talk with you, then he is not really relationship material.

Be clear on what type of relationship you are in before you get intimate. According to the American Journal of Public Health, concurrent relationships contribute to high rate of STIs among black women. Therefore you should establish if you are monogamous before you get intimate.

Know your status. OraQuick® is dedicated to providing you with a way to know your HIV results in the comfort and privacy of your home in 20 minutes, using the same test healthcare professionals have used over a decade. We know that having trusted and accurate information is essential, especially when it comes to your personal health and well-being. Knowledge of your status and your partner's gives you power to make choices that are best for you and prepare you to enjoy your moment.

know it:

Read more great articles and tips on life, love, sex, and a few things worth knowing from some of today's leading experts like relationship expert Demetria L. Lucas, leading Journalist Jaque Reid, and sex expert Dr. Rachael Ross at whatworthknowing.com/women.

A positive result with this test does not mean that you are definitely infected with HIV, but rather that sufficient testing should be done in a medical setting. * A negative result with this test does not mean that you are definitely not infected with HIV, particularly when symptoms may have been within the previous 3 months. † If your test is negative and you engage in activities that put you at risk for HIV on a regular basis, you should test regularly. ‡ This product should not be used to make decisions on behavior that may put you at increased risk for HIV.

OraQuick.com

ORAQUICK®

IN-HOME HIV TEST

INTEGRATED MEDIA PLANS

A key component of the campaign was the execution of integrated media solutions with key media and lifestyle moments.



Relationship Expert and Author, Demetria Lucas, on OraQuick.
(click [here](#) to view to view video)



TV Host, Jacque Reid, on OraQuick, during airing of BET's *Being Mary Jane*.
(click [here](#) to view to view video)



CREATED

BRANDED CONTENT

Wish Factor managed & developed custom content for campaign including web series and other creative assets.

(click [here](#) to view to view video)





RELEVANT

OraQuick aligns with platforms such as BET/ESSENCE/ Interactive One and some of today's influencers such as Demetria Lucas, Jacque Reid and Dr. Rachael Ross. The program leveraged these experts and outlets to deliver organic and relevant content to African American women in a recognizable voice...**THEIR OWN**



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Keep in touch
contact

