



D3 ENTERTAINMENT

WHERE VISION BECOMES REALITY...

We Make Your Brand A Part Of The Consumer's Lifestyle

D3 Entertainment Group, based in Nashville, TN, is a Strategic Marketing and Creative Positioning Agency that specializes in developing powerful brand experiences to reach faith and family consumers.

With a unique blend of strategy, product development and digital media expertise, the D3E Team serves some of the most well-known brands in entertainment media.

One of our greatest assets include our longstanding, direct and personal relationship with thousands of Pastors and access to millions of church members. In addition, we have rich friendships and networking relationships with urban and gospel radio program directors, on-air personalities, gospel music celebrities, entertainers, professional athletes and television personalities.

Through our customized approach, D3E delivers effective, results driven solutions for brands seeking new ways to connect with values based consumers in this fast paced media rich culture.

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We help brands
BUILD
deeper relationships with consumers

... YOUR BRAND MATTERS ...

OUR SERVICES

- Public Relations Strategy
- Ad Buying (General & Faith Market)
- Strategic Planning
- Strategic Partnerships & Positioning
- Brand Optimization & Extension
- Market Research
- Product & Content Development
- Brand Identity & Messaging
- Production Management
- Radio, Retail, Grassroots, Marketing & Strategy
- Brand Development & Management
- Music Production & Recording

D3's relationships in the AA community run wide and deep, and they fully and aggressively leverage those relationships on behalf of your brand. D3 makes things happen, and we're delighted that they're on our team.

Stephen Croncota, (GSN, Executive Vice President / Chief Marketing Officer)

COMPANY OVERVIEW

D3 Entertainment was founded in 2001 by the notable and established entertainment executive siblings, Michelle S. Duffie, Kelvis "Clyde" Duffie, and Kendall J. Duffie.

Michelle S. Duffie served as General Manager/VP of Puresprings Gospel, the label owned by Multi-Grammy Award Winner & Platinum Selling Artist, CeCe Winans.

Kelvis "Clyde" Duffie is the former Sr. Director at Verity Records/Zomba Gospel and President of Radio Promotions. Duffie has the most #1 Radio Singles in Gospel Music including - Mary Mary, Tye Tribbett, Fred Hammond.

Kendall J. Duffie is a notable music producer and former head of A&R at Light Records. In addition, Duffie manages, and co-owns with his siblings, the Vibe Room Recording Studio.

The Vibe Room, built in 2003, is a full service, 24 hour recording studio and production facility utilized for professional recording & mixing. Client list includes (Legendary Shirley Caesar, Noted saxophonist - Kirk Whalum, Mitchell Jones of Commissioned, Pastor Marvin Winans, CeCe Winans, Grammy Award Winning Aretha Franklin, Kirk Franklin, Yolanda Adams, etc.

87% of all African Americans have a Religious Affiliation and attend church

1 trillion \$ annually

42 million strong consumers

African Americans are mega consumers

OUR CLIENTS



Some of our many clients include the leading faith & family entertainment brands; and our deep partnerships with leading charities, churches, non-profits and conferences provides access to over 100MM Consumers.

Not every television network, film or product is aimed for the big screen or mass marketing. For these specialized needs, D3E creates responsible grassroots marketing to the faith and family audience, engaging church gate keepers, ministry partners and general market consumers for unprecedented initiatives.



Dan Merrell
(President and CEO,
Propeller)

When we want to reach out to the African American church audience, we've found there is only one real solution - the Duffies. D3 is our exclusive outreach partner into that market. We could not be more thrilled.

I appreciate and trust the integrity & instincts Clyde Duffie & D3 Entertainment bring to the table. Motown Gospel truly enjoys the working partnership mentality D3 offers, always professional, consistently delivering successful results.

Larry Blackwell, (GM, Motown Gospel)

If I want to activate the faith-based African American audience, D3 is my go-to company.

Bill Reeves (CEO,

Working Title Agency)

Working with D3 is refreshing. I have worked with Michelle on several major motion picture projects. She is professional, thorough and (most important) delivers exactly what she says she's gonna do. I never encountered someone with the integrity with which D3 handles themselves. I highly recommend them.



Curt Hahn (CEO, Film House)

D3 Entertainment Group is a “Make it Happen” marketing agency. The team expertly, professionally and with ease, created and administered a flawless grassroots marketing campaign to the faith and family audience for our movie “Deadline”. They engaged church gatekeepers, ministry partners and consumers in a high pressure and unprecedented initiative in an incredibly tight timeframe. Of all the marketing partners we’ve worked with over the years, **no one delivers results like D3 Entertainment Group!**

D3 has been a fantastic partner to work with. If you want a **hard working marketing partner that will always get results,**

then I highly recommend them! They are professional, knowledgeable, and all about relationships. In this day and age, that is what matters most. **Bob Hutchins (CEO, BuzzPlant)**



D3 has been our partner for two years on our hit show 'The American Bible Challenge'. They have served as our marketing arm to the Christian African American community, and they've contributed meaningfully to the success of our efforts. Our AA viewership has increased by over 40%! This is unprecedented success!!!