



UNDER EMBARGO UNTIL JANUARY 30 at 8:00 a.m. ET

## AKA NYC Launches New Content Creator Program: The Arts Insider

**NEW YORK – January 30, 2024** – [AKA NYC](#) is thrilled to announce the launch of its industry first content creator platform tailored specifically for arts and entertainment enthusiasts. **The Arts Insider** is a digital community which gives AKA clients exclusive access to unique fan-created content, curated and shared by an eclectic roster of twenty influencers across the social media universe.

Members of **The Arts Insider** club will have inside access to Broadway shows, arts and culture institutions, destination-based entertainment and beyond. The platform provides a dynamic space for creators to unleash their imagination, producing a constant stream of unique content that resonates with their individual communities, which collectively totals over 6.2 million.

Access to **The Arts Insider** will be offered at no charge to AKA clients working with the agency in a full-service capacity.

AKA NYC CEO Elizabeth Furze said, “In the ever-evolving landscape of digital content, it's imperative to empower content creators to express their unique voices in a manner that feels authentic and familiar. This platform is designed to provide our clients with access to a constant stream of custom content that will reach and engage audiences in a new way.”

The program will expand AKA's rapidly growing social and earned media divisions, headed by Allison Peters and SJ Arnegger respectively. The agency was recently awarded a Live Entertainment Clio in recognition for their social media work on the Broadway musical *& Juliet* which incorporates ongoing relationships with content creators. “*& Juliet* has had great success with our digital presence in part due to AKA's ongoing collaboration with a dedicated influencer team for the show” said Producer Eva Price. “With engaging content shared during pivotal moments throughout our first year on Broadway, we were able to bring *& Juliet* to a bigger audience through organic social content. I'm excited to see AKA expand this program to push the industry forward into the next wave of influencer and content creator innovation.”

Last night, members of the inaugural roster of The Arts Insider celebrated the platform launch with the AKA team at an event hosted by AKA's Associate Dir. of Influence Marketing Grace Aki, at the historic Algonquin Hotel.

The Arts Insider Roster includes: Abby DePhillips (@abbydephillips), Alyssa Jaffe (@alyssavjaffe), Ashley Hufford (@ashleyhufford), Brenda Perez (@itsbrennyc), Charlene Wang (@nycharlene), David Ross Lawn (@davidrosslawn), Deanna Giulietti (@deannagiulietti), Gen Nakamura



(@genwithahardg), James Rose (@jamesissmiling), Joey Dardano (@joeydardano), Kaisha Huguley (@Kaishacreates), Katie Oxman (@katieoxmanoffical), Kellyn McMullan (@kellymcmullan), Sharm Sil (@sharmedlife/@averagesocialite), Sydney Benjamin (@sydney\_benjamin), The Theater Lovers (@the\_theater\_lovers), Tommy Bracco (@tommybracco), Tyler Conroy (@tyvid5) and Wildlin Pierrevil (@notwildlin).

\*Denotes Tiktok handles

For more information on The Arts Insider, please visit <https://aka.nyc/artsinsider> and follow @TheArtsInsider on all social platforms. If you are interested in becoming an Arts Insider, please contact [Influence@aka.nyc](mailto:Influence@aka.nyc).

### **About AKA NYC:**

[AKA](#) is a global, full-service advertising agency with offices in the [US](#) and [UK](#). The AKA Group, including [Digital Media Services](#) and the film advertising agency [The Creative Partnership](#), delivers creative, strategic, and insightful campaigns to entertainment and cultural destinations worldwide. The New York office, led by Elizabeth Furze, has a proven record for delivering creative cross-platform campaigns that get people to go places.

Current clients include - Live Entertainment: 2nd Stage, & Juliet, Back to the Future, A Beautiful Noise, Cabaret, An Enemy of the People, Harry Potter and the Cursed Child, Hell's Kitchen, The Heart of Rock and Roll, Water for Elephants, The Wiz and more. Destinations: Asian Art Museum, Edge at Hudson Yards, Fotografiska, The Frick, The Metropolitan Museum of Art, New York Botanical Gardens, and the YMCA of Greater New York and more.

###

### **AKA NYC**

Kelsey Martino

Agency Communications Manager

AKA NYC

212.584.0400

[KelseyMartino@aka.nyc](mailto:KelseyMartino@aka.nyc)