

SM Collective

Global Talent • Production • Events Support



SM
COLLECTIVE

Presented by Riley Jubbie

Our Mission

Deliver seamless global talent and production solutions for every event

- One-stop global ecosystem
- 24–48h rapid sourcing
- Local teams in 30+ cities
- Scalable solutions for all campaigns
- Proven success with international brands



Global Reach & Divisions

SM Collective operates across multiple continents, providing tailored solutions in North and South America, Europe, Asia, Africa and the Middle East. Our local teams ensure efficient execution and support, catering to diverse markets and unique client needs.



Talent Agency

Expert services for flawless execution

We represent over 5800+ professionally trained talent for music videos, film, live performances, and commercial productions. Our roster is selected for on-camera confidence, performance discipline, and reliability on set — making casting straightforward, communication clean, and delivery consistent across productions of any scale.



Dancers & Actors
Versatile performers trained for choreography, scripted roles, and on-camera work.



Influencers & Celebs
Recognisable talent used to add reach, credibility, and audience pull to productions.



Singers / Bands
Live vocalists and bands delivering consistent, high quality performances on stage and screen.



Special Acts
Unique performers and visual acts designed to elevate moments and scenes. Enquire if you need a specific act, our network is endless.



Models
Camera-ready models experienced in fashion, catwalk, commercial, and promotional shoots.



Hosts / Presenters
Confident speakers skilled in live presentation and broadcast delivery.



Production

Expert services for flawless execution

We help brands, artists, and event managers deliver flawless productions. Everything is handled under one roof, from expert planning, fast turnaround, crew and logistics management, on-site direction, to polished post-production. We cover projects of all scales, from large-budget productions to more practical budgets, and we deliver high-quality results every time.

Access to our talent roster is included, but the real value is professional, reliable production that makes complex projects run smoothly from start to finish. Access to our talent roster is included, but the real value is professional, reliable production that makes complex projects run smoothly from start to finish.



Music Videos

End-to-end production delivering professional, on-time music video content.



Films & Commercials

High-quality narrative and commercial production with full crew management.



Product and Brand Shoots

Efficient, polished studio and location shoots ready for campaign use.



Tour and Live Performance Production

Seamless technical and operational delivery for touring acts and shows.



Event Production

Full-service planning and execution of live events and private productions.



Social Content & Video Marketing

Fast-turnaround, high-impact digital and commercial content production.

Brand Activations

Showcasing our capabilities in action

We help brands, artists, and event managers deliver flawless productions, whether it's a private after-party, product launch, corporate conference, awards evening, a rapper's music video, film production, or a product shoot for your latest campaign. Everything is handled under one roof, from expert planning, fast turnaround, crew and logistics management, on-site direction, to polished post-production. We cover projects of all scales, from large-budget productions to more practical budgets, and we deliver high-quality results every time. Access to our talent roster is included, but the real value is professional, reliable production that makes complex projects run smoothly from start to finish.



Exhibition staff

Professionally briefed teams who represent your brand with energy and authority.



Influencers

Audience-aligned talent that amplifies your message and drives social reach.



Logistics & On-site Coordination

Seamless planning and on-the-ground management that keeps every activation running smoothly.



Stand & Booth builds

Custom-built, attention-grabbing stands designed to maximize footfall and engagement.



Brand Ambassadors

Trained personnel who actively engage audiences, promote products, and convert interest into action.



Data capture / Street Teams

Strategically deployed teams that collect insights, emails, and leads while building meaningful brand interactions.

Events

Creating unforgettable experiences through seamless support

From our international touring show “IGHIH – It’s Getting Hot in Here”, to product launches, private VIP parties, immersive activations, and experimental pop-ups, we create fully managed events that entertain, engage, and convert.

Every event is produced in-house, using our own production team and staffed by our own talent agency, which streamlines communication, simplifies management, and removes the need to juggle multiple agencies. Allowing clients to deliver impactful experiences anywhere in the UK or internationally, at any scale, without compromise.



Product Launches & Private Releases

High-impact product launches, store openings, private album listening parties with full production, talent, and expert delivery.



Corporate Events & Awards Evenings

Conferences, corporate gatherings, and awards nights executed with professional precision and audience engagement.



Touring Dance Show – IGHIH

International touring male dance show reaching an audience of 100,000+ women annually, fully produced in house and ready for collaboration.



Private Parties & After Parties

Exclusive, high-end events for VIPs or brands, fully managed from concept to delivery.



Immersive Experiences & Themed Events

Whether it's Halloween, Christmas grottos, Easter or Disney-themed activations, our set ups are designed to captivate audiences.



Experimental Pop-Ups & Brand Experiences

Creative, flexible activations in retail or public spaces, blending live performance, talent, and production to maximise impact.

Wildcards & Special Requests



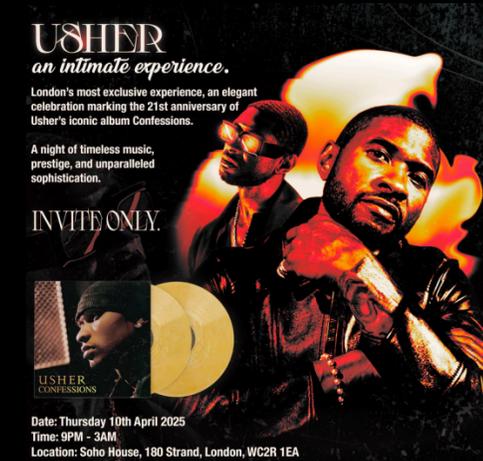
Note from director - 'Now... over the years we've really been tested and had our limits pushed. I have SEEN IT ALL! Some crazy requests: Tanks, snakes, tigers, monkeys, motor biker on fire driving round a cage, private jets, rare super cars, helicopters being filmed from a 2nd helicopter, black male Chinese speaking actor based in Turkey! But I can proudly say, I ALWAYS pull through. Yet to find something out my grasp. So if ever there's a request you're unsure whether I could fulfill, I would bet. I probably can.'



Notable Clients



NETFLIX



Case studies

DOJO – NATIONAL RETAIL ACTIVATION

Brand: Dojo (Global Vape Brand)

Period: 23 Sept 25– 31 Dec 25

Scope: 500 retail locations across the UK.

Objective

Deliver a fast, controlled, fully compliant national product activations at scale during Q4.

Execution

- **Activated 500 stores in 3 months using a centralised command and scheduling structure**
- **On-site staff shared a single branded story per activation, tagging Dojo to support campaign-wide engagement.**
- **Full UK coverage — England, Scotland, Wales & Northern Ireland, including non-urban locations and rural areas**
- **Dojo-selected sites supplied with products and stands; national distribution coordinated and managed by us**
- **Fully briefed, brand-trained sales teams deployed nationwide with consistent in-store execution**
- **Repeat, trusted staff used throughout to increase product knowledge and conversion over time**
- **Scaled to a peak of 34 live activations in a single day, all running independently**
- **Retail stores and depots both activated, with all logistics, staffing changes, and on-the-day issues absorbed internally**

Results

- **Retail store record: up to 61 vapes sold in one day**
- **Depo record: up to 108 sales in one day**
- **High-volume national delivery with minimal brand-side involvement**
- **Repeatable proven national activation framework**

Case studies

DOJO – NATIONAL RETAIL ACTIVATION



	A	B	C	D	E	F	G	H	I	J
		Recap	Success?	Stock	SM Staff	DEPO / IN-STORE	Location	Time	Address	
114			Y		Lianne	IN-STORE	Newbox - Sauchiehall Street	17:00-1:00	269 Byres Road, Glasgow, G12 8YL	
115	Sat 11th Oct									
116										
117										
118	Sun 12th Oct									
119										
120										
121			Y		Fiona	IN-STORE	Manchester - Best One	11:00 - 16:00	2 Orient Rd, Salford M6 8LD	
122	Mon 13th Oct									
123										
124			Y		Fiona	IN-STORE	Manchester - Premier, Liverpool Road	11:00 - 16:00	104 Liverpool Rd, Cadishead, M44 5AN	
125			Y		Niall	IN-STORE	Peterborough - West Gates Newsagents	11:00 - 16:00	Saunders Newsagents, 44 Westgate, Peterborough PE1 1RE, UK	
126	Tues 14th Oct		Y		Franky	IN-STORE	Glasgow - Vape 24 / News 24	08:00 - 17:00	68 Gordon Street, Glasgow, G1 3TA	
127										
128			Y		Fiona	IN-STORE	Manchester - Premier, Cleggs Lane	11:00 - 17:00	Stumble Inn, 212 Cleggs Ln, Little Hulton, Manchester M38 9RQ, UK	
129	Wed 15th Oct		Y		Lianne	IN-STORE	Glasgow - United Wholesale Grocers	06:00 - 13:00	246 Flemington St, Glasgow, G21 4BY	
130			Y		Huma	IN-STORE	Glasgow - United Wholesale Grocers	05:00 - 12:00	350 Polmadie Rd, Glasgow, G42 0PH	
131			Y		Harriet	IN-STORE	Manchester - Abdul's Greenheys Lane	11:00 - 17:00	1-5 Greenheys Ln, Manchester M15 6NQ	
132										
133			Y		Olivia	IN-STORE	Leicester - One Stop	12:00 - 16:00	110 Park Rd, Cosby, Leicester LE9 1RE,	
134			Y		Fraser	IN-STORE	Glasgow - United Wholesale Scotland	05:00 - 12:00	164 - 66 Maxwell Rd, Glasgow, G41 1SS	
135			Y		Michelle	IN-STORE	Glasgow - United Wholesale Scotland	06:00 - 13:00	110 Easter Queenslie Rd, Glasgow, G33	
136			Y		Fiona	IN-STORE	Manchester - Premier, Moss Shaw Way	14:00 - 18:00	M26 4NN, Moss Shaw Way, Radcliffe, Manchester, UK	
137	Thur 16th Oct		Y		Niall	IN-STORE	Manchester - Abdul's Greenheys Lane	11:00 - 17:00	1-5 Greenheys Ln, Manchester M15 6NQ	
138			Y		Franky	IN-STORE	Glasgow - Vape 24 / News 24	08:00 - 17:00	68 Gordon Street, Glasgow, G1 3TA	
139			Y		Grace P	IN-STORE	Leeds - B K Store	12:00 - 17:00	78 Harehills Rd, Harehills, Leeds LS8 5NU	
140										
141			Y		Fiona	IN-STORE	Manchester - Royal Mini Market	12:00 - 17:00	194 Elliott St, Tyldesley, Manchester M29 8DS, UK	
142			Y		Demi	IN-STORE	Rushden - Best One	09:00 - 12:00	142-144 Wellingborough Road, Rushden,	
143			Y		Fraser	IN-STORE	Glasgow - United Wholesale Scotland	05:00 - 12:00	164 - 66 Maxwell Rd, Glasgow, G41 1SS	
144			Y		Lianne	IN-STORE	Glasgow - United Wholesale Scotland	06:00 - 13:00	110 Easter Queenslie Rd, Glasgow, G33	
145			Y		Ankit	IN-STORE	Glasgow - United Wholesale Grocers	06:00 - 13:00	246 Flemington St, Glasgow, G21 4BY	
146			Y		Elaine	IN-STORE	Glasgow - United Wholesale Grocers	05:00 - 12:00	350 Polmadie Rd, Glasgow, G42 0PH	
147			Y		Olivia	IN-STORE	Leicester - Knighton Store	14:00 - 16:00	Knighton Rd, Leicester LE2 3TJ, UK	
148			Y		Grace P	IN-STORE	Bradford - Village Superstore	12:00-16:00	1-3 The Parade, Bingley BD16 1RP	
149			Y		Lekita	IN-STORE	Greenwich - Village Food and Wine	12:00 - 16:00	9 Greenwich Church St, London SE10 9BU, UK	
150			Y		Riley	IN-STORE	Nottingham - Beoston Essential Store	14:00 - 16:00	23P	
151			Y		Sara	IN-STORE	Manchester - Family Shopper, Parrin Lane	15:00 - 20:00	54,56 Parrin Ln, Eccles, Manchester M30 8BD	
152			Y		Lianne	IN-STORE	Glasgow - Trongate Newsagent	14:00 - 16:00	97 Trongate, Glasgow, UK	
153			Y		Franky	IN-STORE	Glasgow - Premier, Argyle Street	15:00 - 23:00	84 Argyle Street, G2 8BQ	
154			Y		Ajay	IN-STORE	Glasgow - Glesga Convenience Store		106 Union Street, G1 3GW	
155			Y		John shaw	IN-STORE	Bradford - MC Stores	12:00 - 16:00	83 Bradford Road, Cleckheaton, UK	
156			Y		Annabelle	IN-STORE	Glasgow - Best One	15:00 - 22:00	525 Great Western Road, Glasgow	
157										
158			Y		Niall	IN-STORE	Manchester - Premier, Cadishead Convent	15:00 - 20:00	142 Lord's St, Cadishead, Manchester M44 5YB	
159			Y		Muhammad Q	IN-STORE	Glasgow - Premier, Renfield Street	15:00 - 23:00	17 Renfield Street, G2 5AH	
160										
161										
162			Y		Niall	IN-STORE	Fletwood - Post Office	09:00 - 12:00	124 Chatsworth Ave, Fletwood FY7 8EJ,	
163			Y		Grace P	IN-STORE	Bradford - Quencher, Normal Lane	14:00 - 18:00	59 Norman Lane Eccleshill, Bradford, Enland, BD2 2LB	
164			Y		John shaw	IN-STORE	Bradford - Londis, Leeds Road	15:00 - 19:00	485 Leeds Rd, Idle, Bradford BD10 8LD	
165			Y		Annabelle	IN-STORE	Glasgow - Best One	15:00 - 22:00	525 Great Western Road, Glasgow	
166			Y		Franky	IN-STORE	Glasgow - Premier	15:00 - 23:00	84 Argyle Street, G2 8BQ	
167			Y		Muhammad Q	IN-STORE	Glasgow - Premier, Renfield Street	15:00 - 23:00	17 Renfield Street, G2 5AH	
168			Y		Shari	IN-STORE	Glasgow - Glesga Convenience Store	15:00 - 22:00	106 Union Street, G1 3GW	
169			Y		Riley	IN-STORE	Bradford - Cottesley Mini Market	12:00 - 16:00	2 The Parade, Bingley, England, BD16	
170										
171			Y		Niall	IN-STORE	Manchester - Rose Mini Market, Bury New F	10:00 - 16:00	118 Bury New Rd, Whitefield, Manchester M45 6AD, UK	
172										
173			Y		Niall	IN-STORE	Manchester - The Bacca Shop	11:00 - 16:00	2 Bolton Old Rd, Atherton, Manchester M46 9QF, UK	
174			Y		Harriet	IN-STORE	Wythenshawe - Spar	12:00 - 15:00	309-313 Greenbrow Rd, Newall Green, Wythenshawe, Manchester M23 2UH, UK	



	A	B	C	D	E	F	G	H	I	J
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176										
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178			Y		Harriet	IN-STORE	Wythenshawe - Spar	12:00 - 15:00	309-313 Greenbrow Rd, Newall Green, Wythenshawe, Manchester M23 2UH, UK	

Case studies

0 Life x DJ Camper – Private Album Listening Party

Concept to Completion. Overview

A nightlife brand came to us with only a loose idea: host a London listening party for Grammy-winning producer DJ Camper. We took full creative and operational ownership and delivered a premium, invite-only cultural launch event from scratch.

What We Delivered

Creative Direction

Built the full concept: exclusive, curated, premium, culturally relevant. Designed the event to elevate perceived value and align with brand + artist identity.

Venue & Environment

Secured a warehouse venue in East London. Transformed it into an immersive branded space with mood lighting, sound design, and content-friendly zones. Planned guest flow for social interaction and influencer capture.

Technical Production

Full AV delivery: sound system, album playback rig, DJ booth, lighting, visuals, live show control. Managed artist arrival, soundcheck, and media flow.

Talent & Show Crew

Provided and managed all talent and crew:
Dancers, showgirls, models

Camera crew

Sound and lighting technicians
On-site show management
Influencer & Guest Strategy

Influencer & Guest Strategy

Built a structured influencer invite system requiring:
1 Reel/TikTok + 3 Stories
Brand-specific tagging
Curated guests aligned with brand values — influencers, artists, culture figures — ensuring visibility without losing exclusivity.

Client Experience

We handled all logistics, staffing, security, communication, guest list, and media.
Client focused solely on presence and relationships.

Timeline

6 weeks concept → delivery
2 days setup + execution
Content live within 1 week

Why It Matters

Demonstrates our ability to turn vague ideas into high-impact, culturally relevant, commercially effective events — ideal for product launches, retail openings, nightlife activations, and influencer-driven brand moments.

0 LIFE X CAMPER

ALBUM LISTENING PARTY

WELCOME TO THE CAMP.

DARHYL "DJ" CAMPER JR. PROFESSIONALLY KNOWN AS CAMPER, IS A GRAMMY-WINNING PRODUCER, SONGWRITER, AND MUSICIAN WHO HAS CEMENTED HIS PLACE AS A TRANSFORMATIVE FORCE IN MODERN MUSIC.

WITH OVER 100 MILLION RECORDS SOLD GLOBALLY, CAMPER HAS WORKED WITH RENOWNED ARTISTS SUCH AS USHER, HER, BRANDY, JOHN LEGEND, AND MARY J. BLIGE. HIS ACCOLADES INCLUDE MULTIPLE GRAMMY NOMINATIONS, HIGHLIGHTED BY A 2019 GRAMMY WIN FOR BEST R&B ALBUM WITH HER'S SELF-TITLED PROJECT, WHERE HE SERVED AS EXECUTIVE PRODUCER. RECENTLY, HE PRODUCED COCO JONES' GRAMMY-NOMINATED TRACK 'ICU' AND CONTRIBUTED TO HITS LIKE USHER'S 'BOYFRIEND' AND FLO'S 'BENDING MY RULES.'

CAMPER'S JOURNEY FROM CLASSICALLY TRAINED PIANIST TO INDUSTRY LEADER HAS EARNED HIM HONORS LIKE INDUCTION INTO THE OAKCREST HIGH SCHOOL HALL OF FAME. LOOKING AHEAD, HE IS SET TO RELEASE HIS HIGHLY ANTICIPATED PROJECT, COMPILATION, FEATURING COLLABORATIONS WITH JILL SCOTT, KELLY ROWLAND, AND ARI LENNOX, FURTHER SOLIDIFYING HIS LEGACY IN CONTEMPORARY MUSIC.

KEY ATTENDEES



POST



SASHA KEABLE



NIPPA



MAYA JAMA



CRAIG DAVID



JESSIE J



MNEK



FLO



CHUNKS



STEFF LONDON



REMY BURGZ



CHIP



HENRIE VIII



WES NELSON



BELLAH



KREPT & KONAN



ZEZE MILLS



FARRAH MCKENZIE



ELLIE PROHAN



MO GILLIGAN



DARR HOPE



INDYA AII



DIGGS



MIRA MAY



CHUCKIE ONLINE



LEIGHANNE PIRNOCK



DJ TARGET



MABEL



ODEAL



NADIA JAE

PRIVATE INVITE



0 Life x DJ Camper – Private Album Listening Party

0 LIFE X CAMPER

ALL YOU HAVE TO DO IS SHOW UP AND LET YOUR CREATIVITY SHINE!

DECEMBER 18TH

ALBUM LISTENING PARTY

MINIMUM DELIVERABLES:

1 INSTAGRAM REEL OR PHOTO POST

3 INSTAGRAM STORY POSTS

OR

1 TIKTOK POST

3 INSTAGRAM STORY POSTS

TAG: @THEYCALLMECAMPER

110 PENNINGTON STREET, E1W 2BB

9PM - 1AM

PRIVATE INVITE



DECEMBER 18TH

110 PENNINGTON STREET, E1W 2BB

9PM - 1AM



Testimonials

Founder - Riley Jubbie

We can get another event booked in and I think definitely have you do it again lol you have done amazing. 5:11 pm

You are the best casting D 3:43 pm

You streamlined the most difficult part in Shirley's company 😂 3:44 pm

Goddd how can you manage so many beautiful people 5:10 pm

Hey mate ! Just wanted to drop you a message to say thanks for all your amazing support during the event last night ! Your team were class and having them there made the world of difference ! I shall be in touch when we're looking to plan the next one 100% 5:25 pm

Today
2 UNREAD MESSAGES

Hey Riley hope you're well!
I just wanted to personally message you and thank you for the opportunity yesterday was great meeting you , the other extras / dancers crew and artists!

Looking forward to working again in the future at some point 11:24 am



@SM Collective Agencies @Carnelle @Indie Just wanted to say a massive thank you for today. We have successfully covered 18 out of 19 events today. Thankyou for all your chasing and I know there is still all the back end paperwork to do, but its been a great successful day. 🙏 4:33 pm

And to you @~Dee ! Not sure what we'd have done without your support also. So likewise. 24/7 team 🤙👉👍 Edited 4:34 pm ✓

23 events according to my records also 🙄 4:35 pm ✓

~Dee +44 7747 026...
Omg, I didnt count the Scottish ones, eek. 23 Events, wow, what a day and what a team. Thank you all soo much 4:36 pm



40% Greater Budget Efficiency with SM

The Industry Reality

Most brands, artists, and event managers are forced into a fragmented delivery model.

A single budget is split across:

- A production company charging 15–25% in service fees
- A separate talent agency charging another 15–25%
- Additional markups, duplicated management, bad communication and inefficiencies

Result:

Up to 40% of the original budget is lost before meaningful production begins.

Only ~60% of spend is converted into actual output.

Our Integrated Delivery Model

We remove the layers that drain value.

- In-house production
- In-house talent agency
- In-house performers and on-the-ground teams
 - No outsourcing. No stacked margins.

Result:

Up to 85–90% of the budget is converted directly into production value.

Up to **40%** Greater Budget Efficiency



Traditional Outsourced Model

Client Budget: 100%

Production Company Fees: **20%**

Talent Agency Fees: **20%**

Net Budget Used for Actual Production & Talent: **60%**

Outcome:

40% of budget lost to stacked, outsourced fees before output is created.

60%

Integrated Ownership Model

Client Budget: 100%

Production & Management Costs (Single Layer): 10–15%
10–15% Efficient Costs (Single Layer)

Net Budget Used for Actual Production & Talent:

Outcome:

Maximum budget conversion into output.

No outsourcing.

No stacked fees.

85–90% Net Production & Talent

Outcome: **40%** of budget lost to stacked, outsourced fees before output is created.

Same budget. Same goal. Radically different efficiency.

Why This Matters to You

- ✓ Up to 40% greater budget efficiency
- ✓ Higher production value per £ spent
 - ✓ More talent on screen / on site
- ✓ Faster execution and tighter operational control

We don't reduce budgets.

We eliminate structural waste.



Contact

Let's connect and create some
MAGIC with SM Collective

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