



HAUTE
MEDIA GROUP

VIRTUAL EXPERIENCES

HAUTE

MEDIA GROUP

**A MULTIFACETED
MEDIA EXPERIENCE**

The Haute Media Group platform enables brands to connect with their audiences via personalized and targeted virtual experiences, providing them with impactful and curated content in real-time from the comfort of their own homes.

Featuring celebrities and CEOs, industry leaders and tastemakers, The Haute Media Group covers the full spectrum of luxury verticals that shape our culture, including wine & spirits, timepieces & jewelry, fashion, real estate & interior design, automobiles & private aviation and beauty & wellness.

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Mission Statement

A trusted leader in luxury, Haute Media Group offers its high net worth audience a one-stop destination for all things pertaining to their elite lifestyles, through our digital, social, print and experiential platforms. By continuing to showcase relevant, unique and engaging content on a regular and real-time basis, our influential consumers in some of the most affluent national and global destinations turn to us as the authority on luxury living.

Our Audience

Haute Living has built a powerful list of subscribers that contains members of the Forbes 400, elite VIPs and almost every private jet owner and billionaire resident in each respective market. From celebrities to CEOs, Haute Media Group is the premier choice for all things luxury among its audiences.



Deliverables - Zoom Webinar

Case Study: How to succeed in business with Netflix Co-Founder/Founding CEO Marc Randolph

ZOOM WEBINAR

- **Conceptualize:** Formulate webinar content to align with influential industry leaders & audience interests
- **Planning:** Schedule Zoom session and provide all registration/login links, questions and run of show in advance
- **Digital Deliverables:** Promotional materials including graphics for Instagram and Facebook, as well as an online editorial to promote the Zoom webinar
- **Digital/Social Promotion:** Push on Haute Media Group digital and social platforms to encourage audience advance registration, spanning 1M+ followers, as well as newsletter e-blast for additional attendance sign-up
- **Polling:** Create relevant questions directed at webinar attendees to capture data for client & create potential new leads
- **Stream:** Live-stream webinar through Haute Media Group Facebook for further viewership
- **Post-Virtual Live Session:** Digital feature on Haute website and video uploaded to Haute TV YouTube page, both of which sent in newsletter e-blast for additional viewership
- **Third-Party Press:** Pitch to PR team for additional coverage
- **SEO Optimization:** Digital feature on site picked up & highly ranked in Google News



Instagram story post and grid post



Editorial hauteliving.com



Newsletter



Zoom Webinar uploaded to YouTube

Deliverables - Instagram Live

Case Study: Virtual at-home wine tasting with Five-Time NBA All-Star Jimmy Butler and Wine Access

- **Objective:** To curate an interactive tasting with a wine collector/influencer to increase Wine Access brand awareness via Instagram Live
- **Strategy:** Utilize Haute Living's celebrity relationships to secure talent (Jimmy Butler) for client (Wine Access) and organize all elements for virtual tasting from start to finish
- **Digital Deliverables:** Promotional materials including graphics for Instagram and Facebook, as well as an online editorial to promote the IG Live session
- **Digital/Social Promotion:** Push on Haute Living digital and social platforms to encourage audience attendance, spanning 1M+ followers
- **Added Value:** Leverage personal relationship with talent to secure Instagram post on his personal page, tagging the brand
- **Pinning:** Pin client comment to IG Live session for prominent branding
- **Post-Virtual Live Session:** Provide analytics and digital feature on our site, as well as newsletter e-blast for additional viewership
- **Third-Party Press:** Pitch to PR team for additional coverage
- **SEO Optimization:** Digital feature on site picked up & highly ranked in Google News



Instagram story post, grid post



Editorial hauteliving.com



Added Value celebrity promotion and brand tagging on social media



High Google News Ranking



Third Party Press

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HAUTE LIVING



Messika Paris, Founder Valérie Messika

Messika Paris Jewelry Founder Valérie Messika discusses launching her jewelry brand, working with her celebrity clientele and adapting to business in quarantine



Instagram story post and grid post



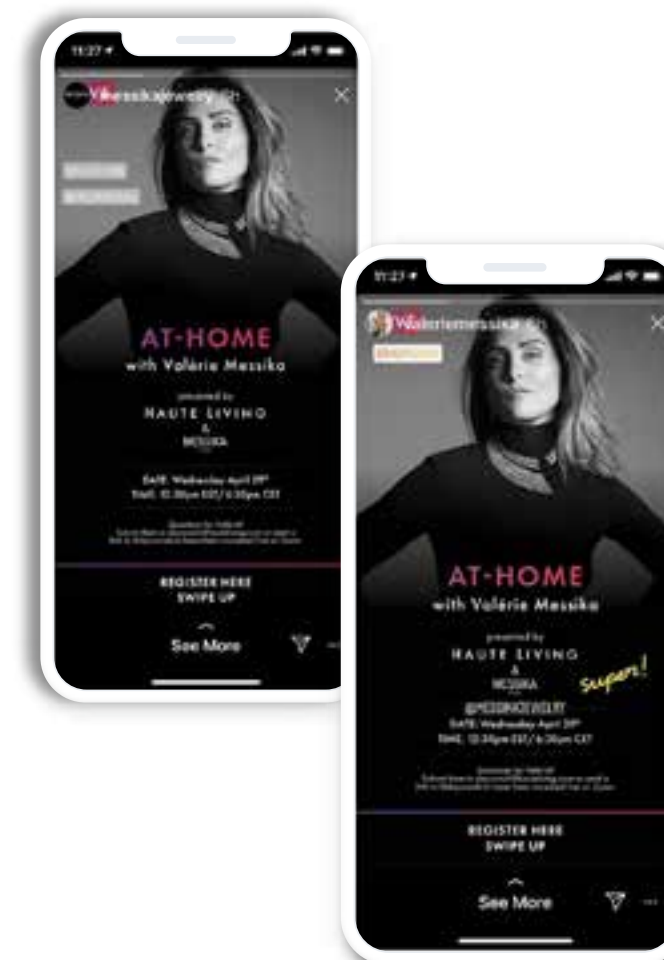
Editorial hauteliving.com



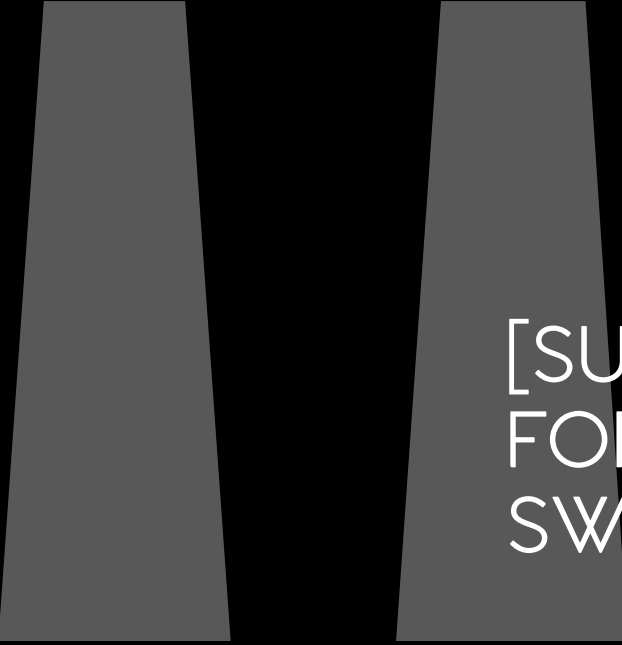
Newsletter E-Blast



Zoom Webinar uploaded to YouTube



Added Value - promotion on brand & executive social media



[SUCH A] NICE MOMENT FOR ME. THANK YOU [HAUTE LIVING]
FOR THIS LOVELY TIME WITH YOU. THANK YOU FOR BEING SO
SWEET. CAN'T WAIT TO SEE YOU.

Valérie Messika

Founder, Messika Paris Jewelry

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HAUTE TIME



Swizz Beatz, Grammy Award-Winning Producer/Rapper & Watch Collector Jean-Claude Biver, Former LVMH President of Watchmaking Division

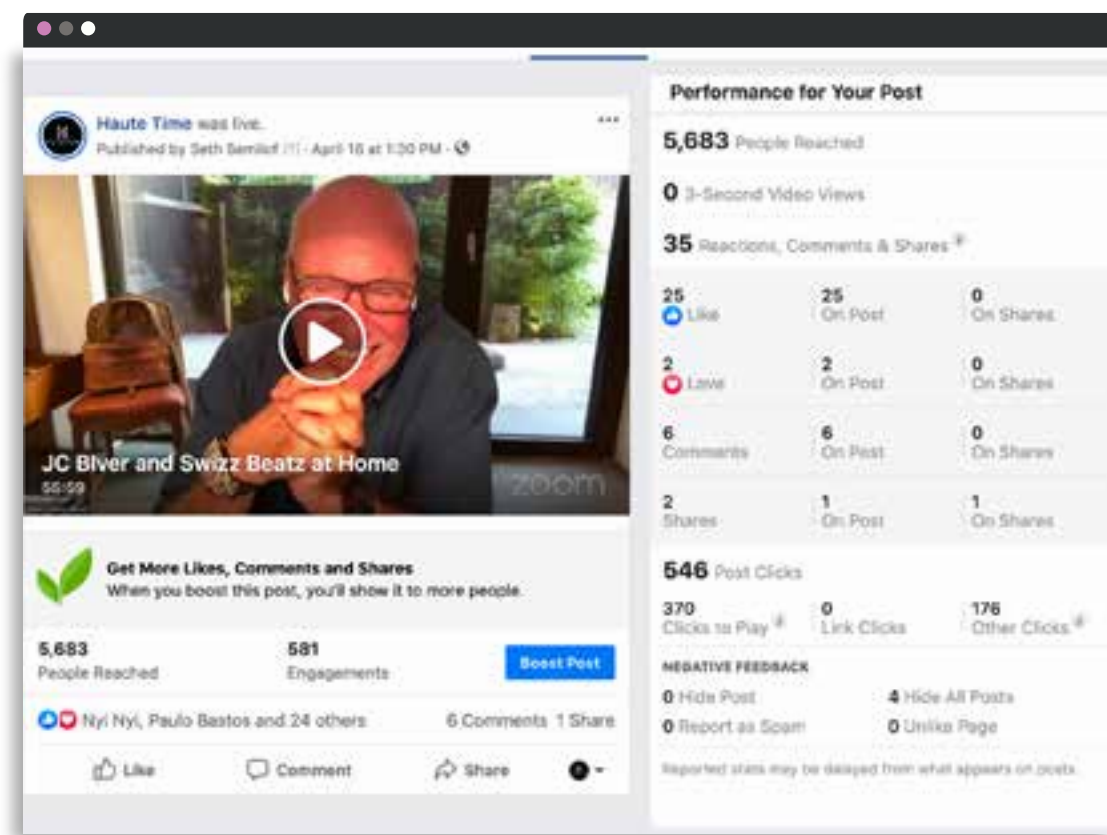
On the state of the watch industry in quarantine, the departure of brands from BaselWorld and how they are communicating with others virtually



Instagram story post and grid post



Editorial hauteliving.com



Stream webinar through Haute Facebook Live for further viewership



SO PLEASED ABOUT THE FEEDBACK. THANK YOU AGAIN
FOR HAVING ME ON THE PANEL WITH BROTHER SWIZZ.

Jean-Claude Biver

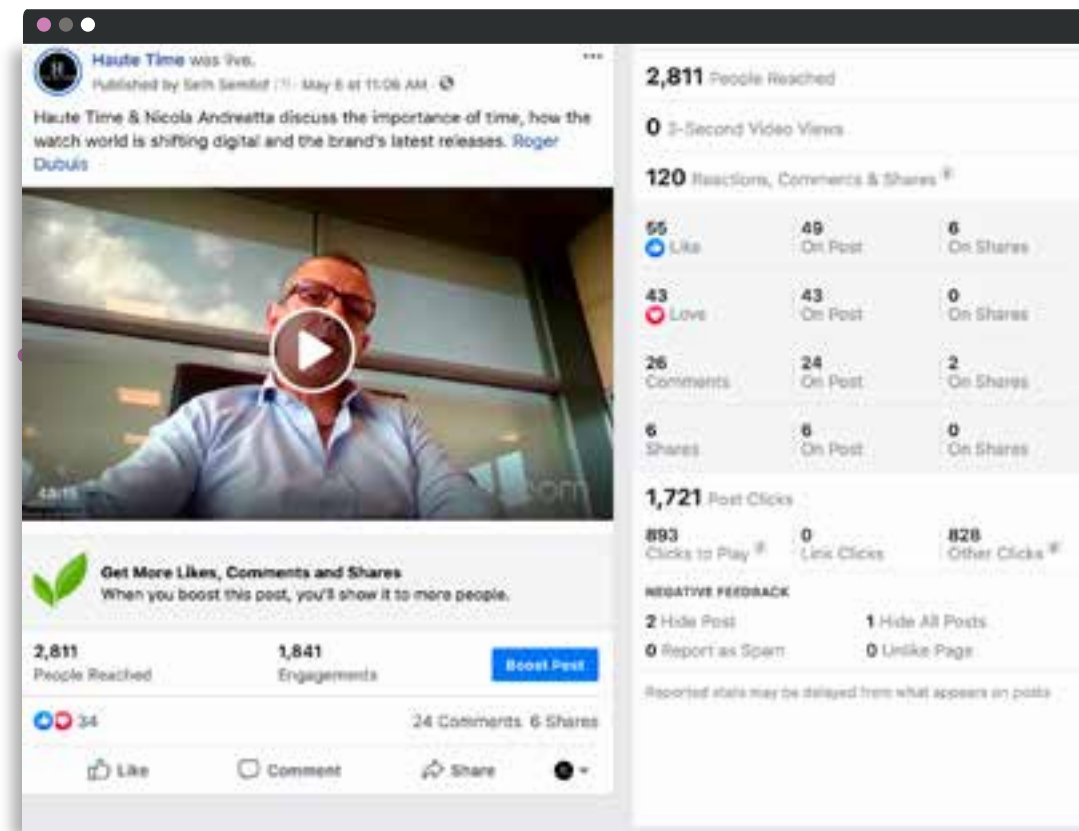
Former President of LVMH Watchmaking Division

Roger Dubuis, CEO Nicola Andreatta

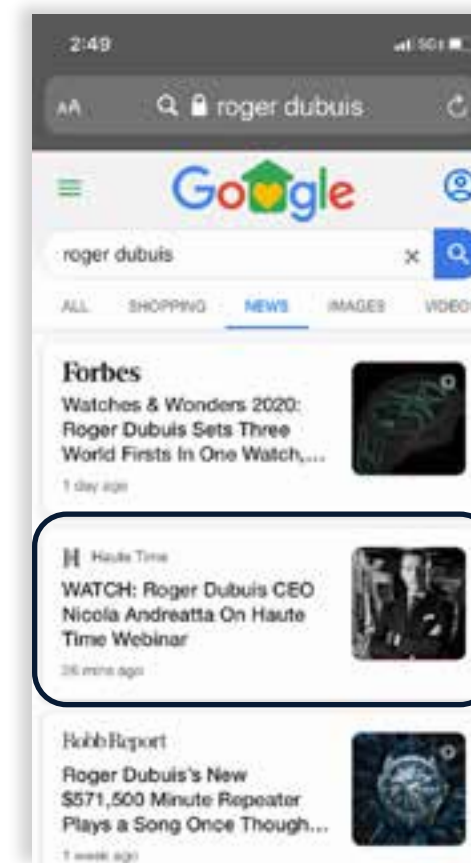
On the watch industry going digital and the brand's newest releases



Instagram story post and grid post



Stream webinar through Haute Facebook Live for further viewership



High Google News Ranking



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HAUTE WINE & SPIRITS

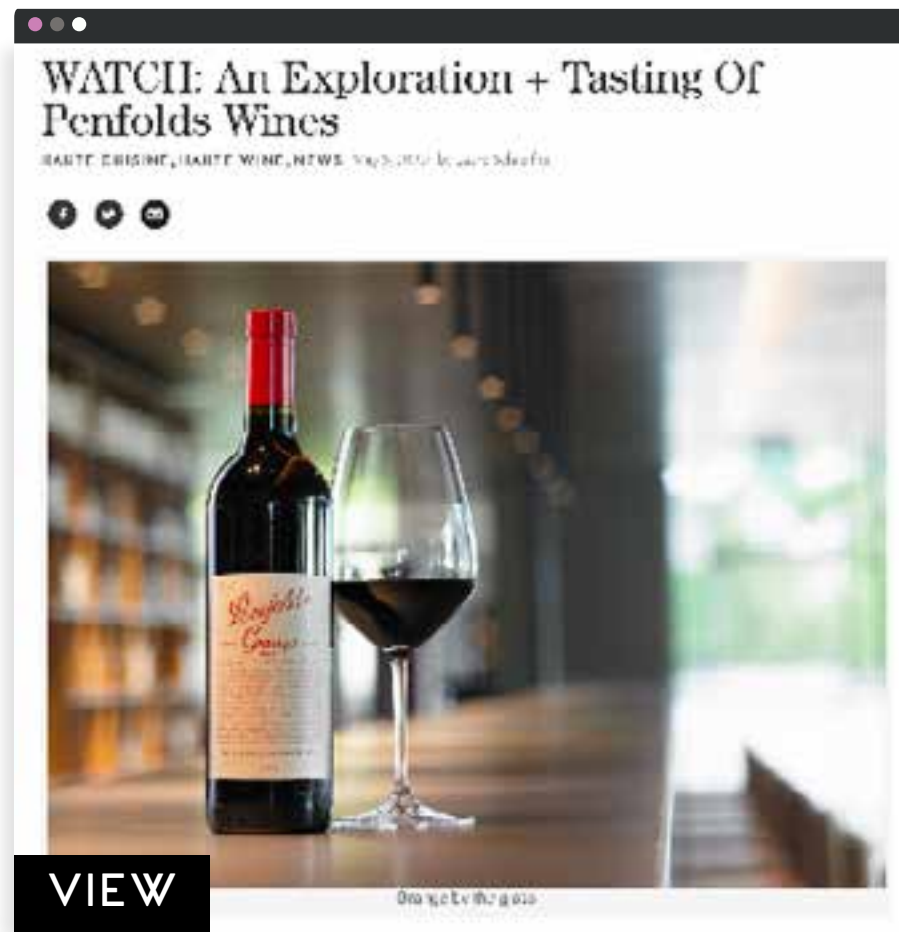


Penfolds Wines, Celebrating 60th Anniversary

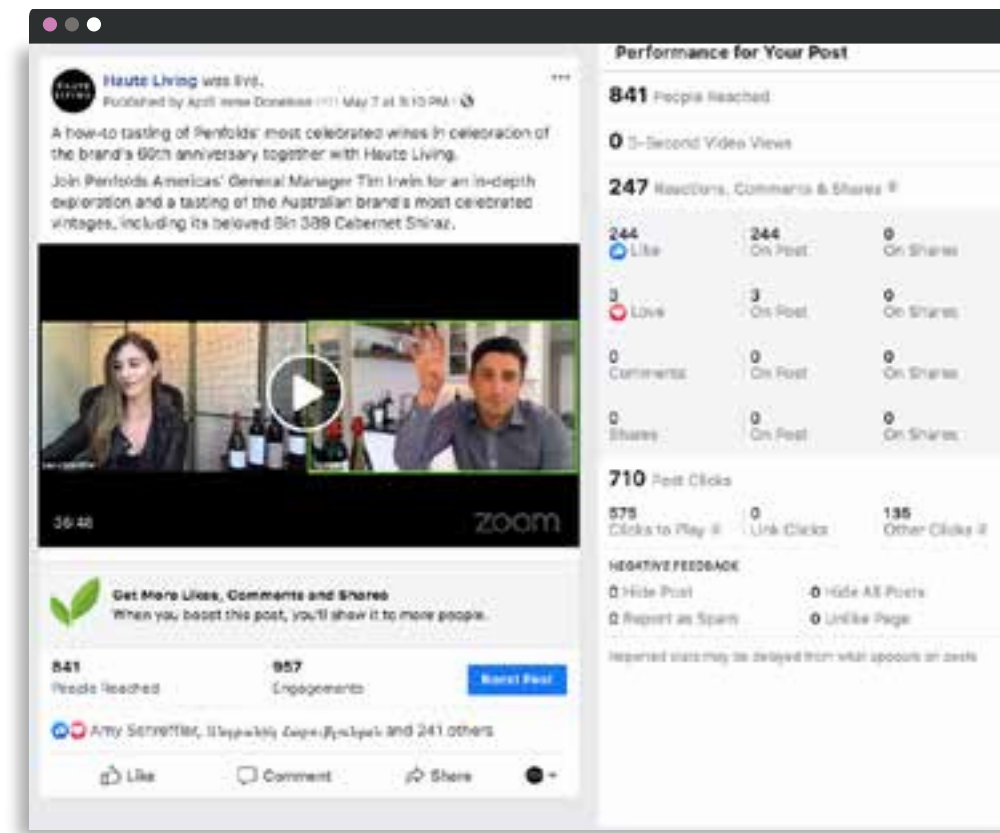
An exploration and virtual tasting of Penfolds Wines led by General Manager Tim Irwin to celebrate its 60th anniversary



Instagram story post and grid post



Editorial hauteliving.com



Stream webinar through Haute Facebook Live for further viewership



Zoom Webinar uploaded to YouTube

Wine Access, Celebrating Mother's Day

A conversation & celebration for Mother's Day featuring power moms/influencers Angela Simmons, Eudoxie Bridges and Nina Westbrook, with a guided tasting with 1 of 53 Masters of Wine in the US



Instagram story post and grid post



Editorial hauteliving.com



Zoom Webinar uploaded to YouTube



Added Value Celebrity promotion and brand tagging on social media



THANK YOU SO MUCH FOR EVERYTHING. YOU'RE SUCH
AN AMAZING COMPANY TO WORK WITH!

AJ Resnick

Chief Experience Officer, Wine Access

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HAUTE RESIDENCE & DESIGN

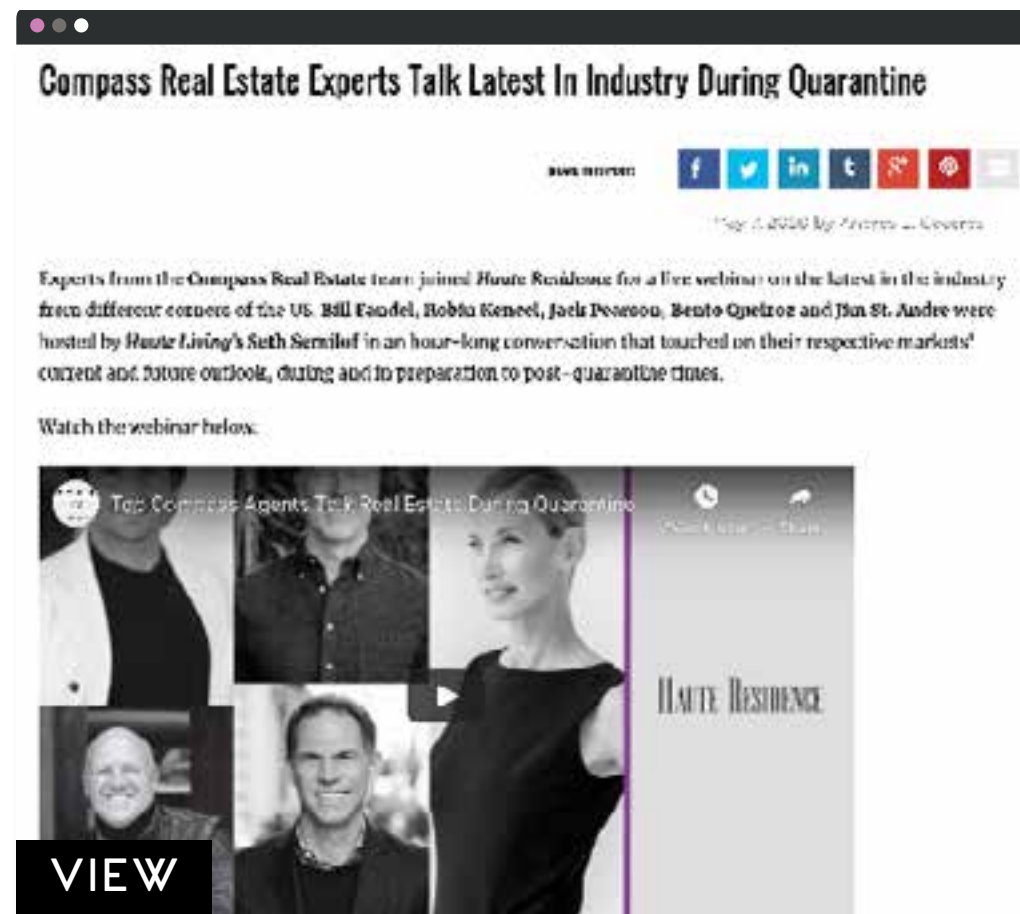


Leading Compass Agents

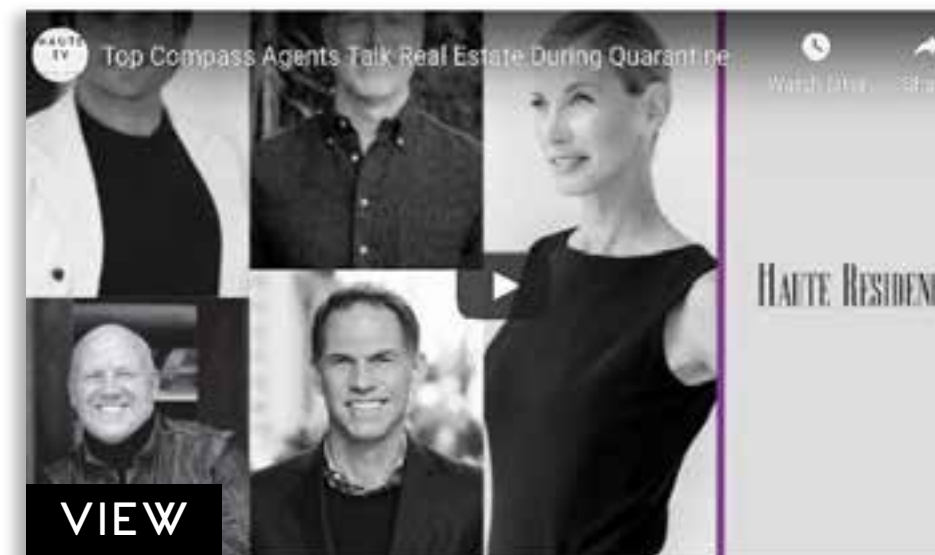
Five leading experts from Compass Real Estate discuss the latest in real estate during quarantine



Instagram story post and grid post



Editorial hautesidence.com



Zoom Webinar uploaded to YouTube



THANK YOU SO MUCH FOR THE GREAT OPPORTUNITY AND GREAT ORGANIZATION OF THIS PANEL. TRULY APPRECIATED!

Bento Queiroz

Bento Queiroz Group Compass Director of Luxury Sales

Luxury Developer Panel

Developers Louis Birdman, Edgardo Defortuna, Jules Trump & Michael Stern discuss changes in the luxury real estate development world, with moderator Cheryl Casone of FOX Business Network



Instagram story post and grid post



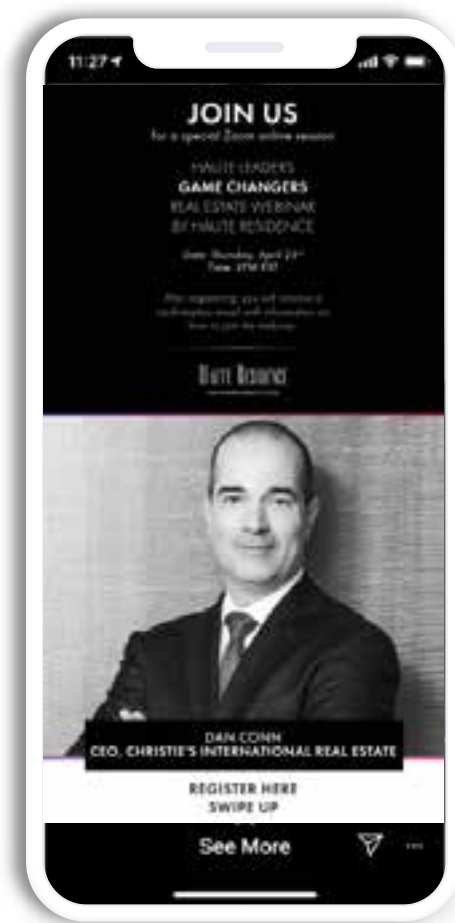
Editorial hauteresidence.com



Zoom Webinar uploaded to YouTube

Christie's International Real Estate, CEO Dan Conn

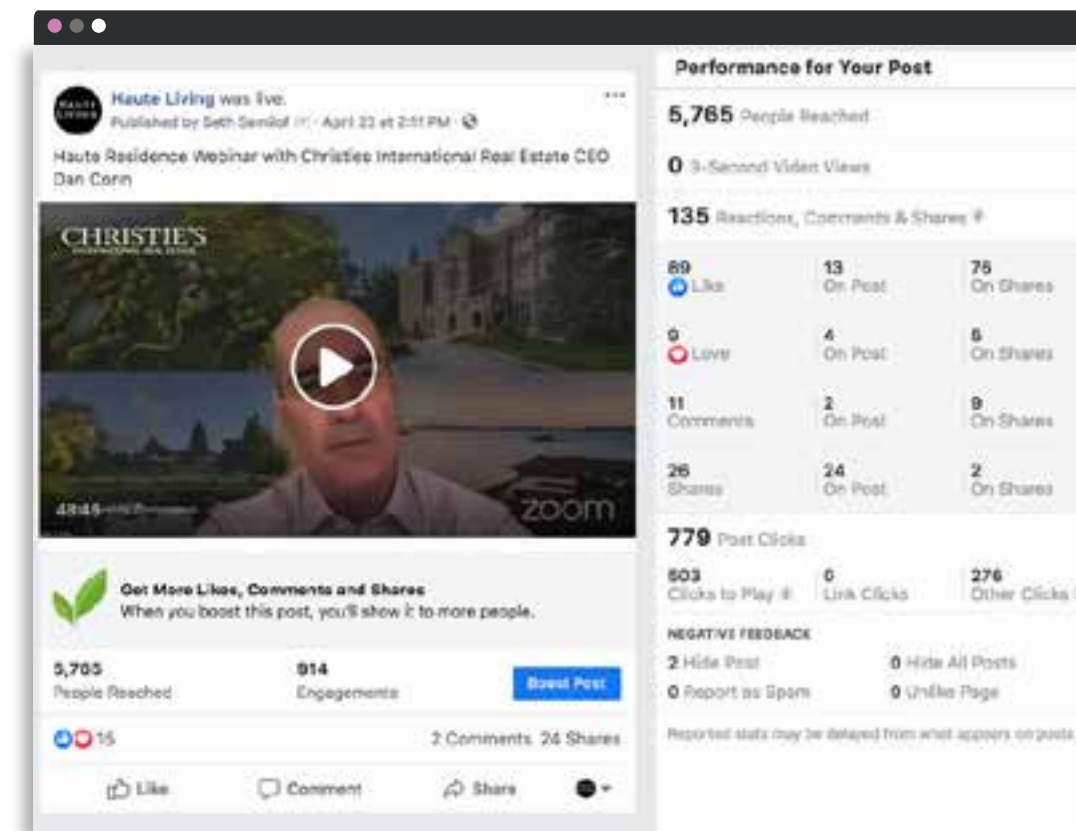
A conversation on how the luxury real estate industry is turning more digital in response to global changes



Instagram story post and grid post



Editorial hauteresidence.com



Stream webinar through Haute Facebook Live for further viewership



THANKS HAUTE LIVING! WHAT A GREAT OPPORTUNITY.
WE HAVE TO RETURN THE FAVOR!!

Dan Conn

Chief Executive Officer

Christie's International Real Estate



HAUTE LIVING – THANKS SO MUCH FOR EVERYTHING. THAT
WENT VERY WELL AND WE ARE SO IMPRESSED AT HOW WELL
IT WAS MANAGED.

Alyson Barnes

Senior Vice President, Marketing and Communications

Christie's International Real Estate

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HAUTE BEAUTY/MD



Body Experts Panel

An interactive webinar on the state of plastic surgery and live Q&A with Haute Beauty experts Dr. Daniel Careaga and Dr. Paul Durand of Careaga Plastic Surgery, as well as Dr. Rian Maercks of The Maercks Institute



Instagram story post and grid post



Editorial hauteliving.com/hautebeauty



Zoom Webinar uploaded to YouTube



THE HAUTE BEAUTY SUMMIT WAS A COMPLETE SUCCESS!

I HAD THE HONOR OF BEING ON A LOCAL AND NATIONAL PANEL OF EXPERTS IN THE AESTHETIC INDUSTRY. IT WAS APPARENT THE AUDIENCE WAS A CURATED GROUP OF EDUCATED PROFESSIONALS WHO HAVE A STRONG INTEREST IN THE BEAUTY INDUSTRY & THAT DEFINITELY MADE THE EVENT A SUCCESS. THE ORGANIZATION AND VENUE WERE IMPECCABLE. I LOOK FORWARD TO BEING ON NEXT YEAR'S PANEL.

Dr. Daniel Careaga MD

Dr. Daniel Careaga is an award-winning, Double Board-Certified & Award-Winning Plastic Surgeon

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