H AUT E MEDIA GROUP

VIRTUAL EXPERIENCES



HEDIA GROUP

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.



Mission Statement Our Audience

Deliverables - Zoom Webinar

Deliverables - Instagram Live

Haute Living

Haute Time

Haute Wine & Spirits

Haute Residence

Haute Beauty/MD

Contact Us

Clickable Contents



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.



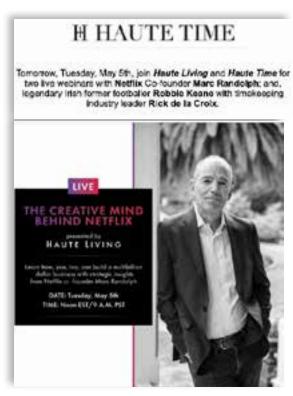
Deliverables - Zoom Webinar

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

- 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



Newsletter



Editorial hauteliving.com



Zoom Webinar uploaded to YouTube

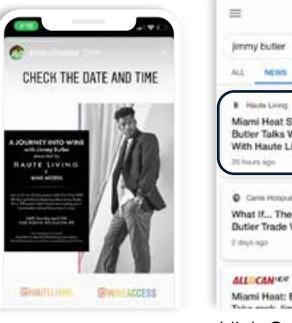
Deliverables - Instagram Live

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



Added Value celebrity promotion and brand tagging on social media



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Editorial hauteliving.com



Miami Heat: ESPN's First

High Google News Ranking







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

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Valérie Messika On Launching Her Jewelry Brand, Working With Beyoncé & Gigi Hadid And Adapting To A Post-Covid World

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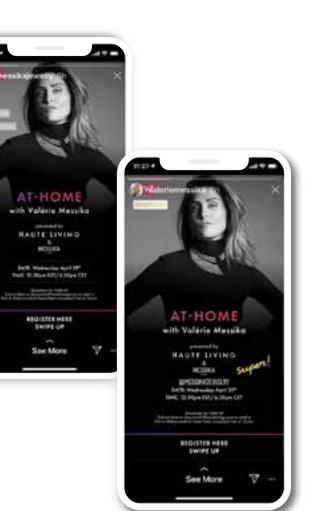
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Newsletter E-Blast



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Added Value - promotion on brand & executive social media



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[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

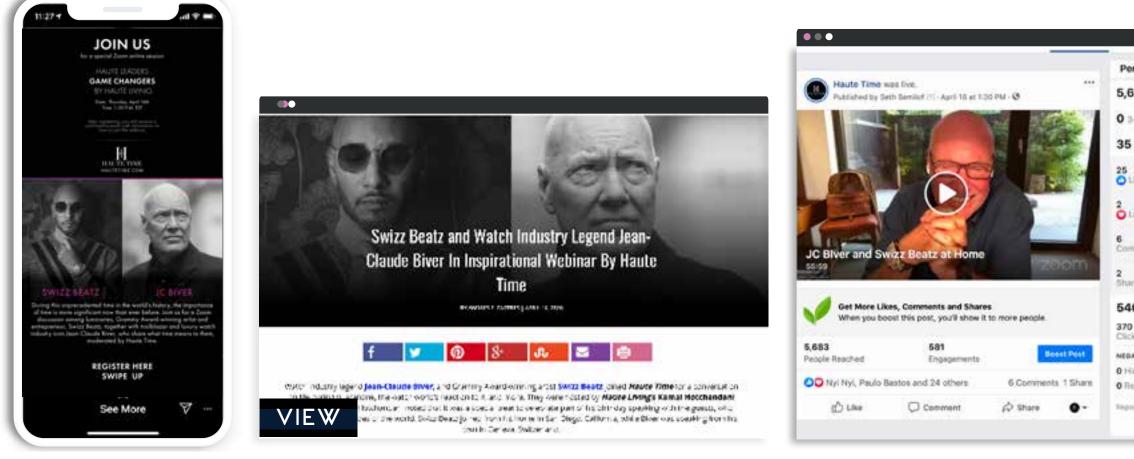
Founder, Messika Paris Jewelry





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

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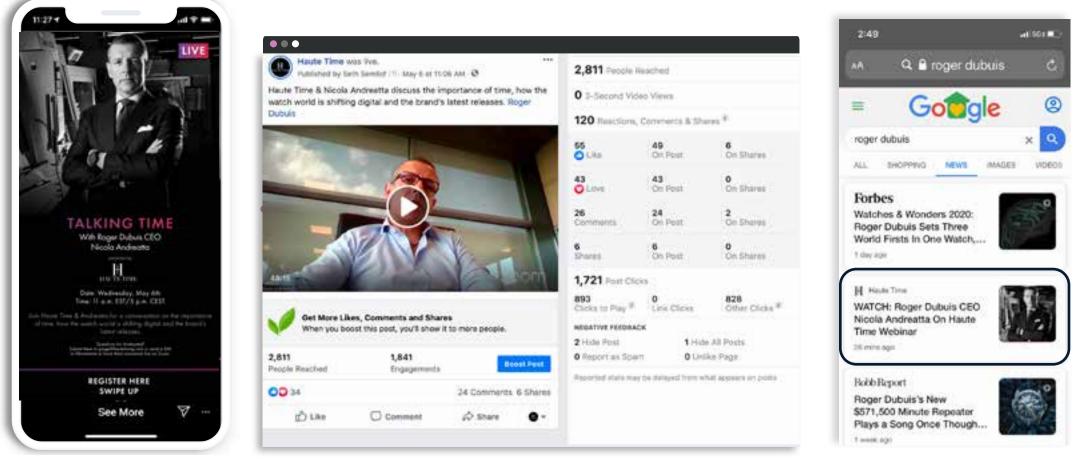
SO PLEASED ABOUT THE FEEDBACK. THANK YOU AGAIN FOR HAVING ME ON THE PANEL WITH BROTHER SWIZZ.

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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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

Penfolds Wines HARTE DRISING, HARTE WINC, NEWS, MUSICIPAL Sciences deefn. 000 VIEW Orange by the grass Editorial hauteliving.com

WATCH: An Exploration + Tasting Of

Performance for Your Post taute Living Wes live. 841 Peopla Reached Called by April Innes Donesine (11) May 7 at 815 PM 1 A how-to tasting of Penfolds: most celebrated wines in celebration of O Il-Becord Video Viewe the brand's 60th anniversary together with Haute Living. Join Penfolds Americas' General Manager Tim Irwin for an in-depth 247 Houctons, Commants & Shares # exploration and a tasting of the Australian brand's most celebrated. vinteges, including its belowed Bin 389 Cabernet Shiraz OUN 710 Pert Clicks 575 Unb Cirks HEARTINEFEEDBACK d Hite Post O Hide AS Poets Get More Likes, Comments and Shareb Then you boost this post, you'll show it to more people Q Report as Spars O Unlike Page: Repaired state may be delayed from what appoints in peak 841 Provide Heather Criston OO Any Servertier, Illegenieis Genergenieis and 241 others n) Like Comment | D Shere .

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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

Haute Living & Wine Access Celebrated Mother's Day Early With Angela Simmons, Eudoxie Bridges & Nina Westbrook (And Ludacris)

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Added Value Celebrity promotion and brand tagging on social media

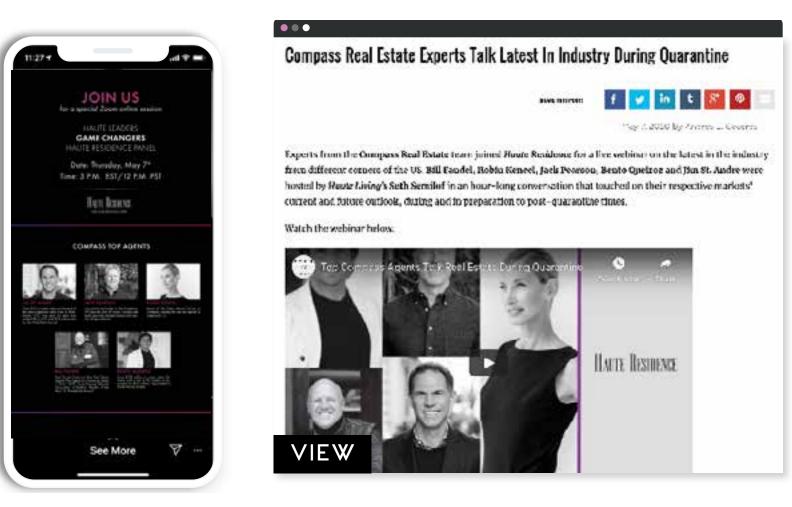
THANK YOU SO MUCH FOR EVERYTHING. YOU'RE SUCH AN AMAZING COMPANY TO WORK WITH!

AJ Resnick Chief Experience Officer, Wine Access



Leading Compass Agents

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



Instagram story post and grid post

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

Bento Queiroz

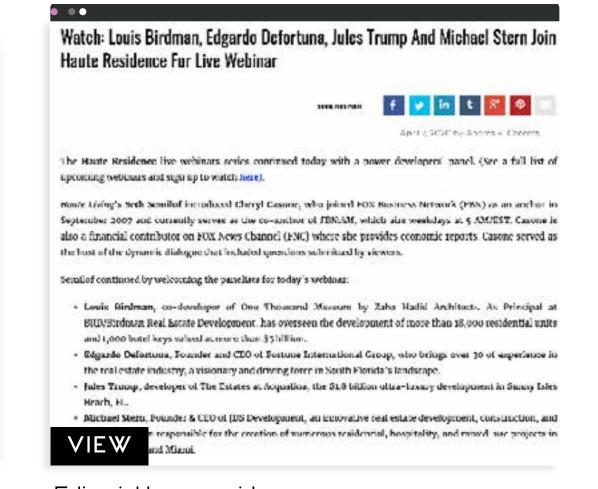
Bento Queiroz Group Compass Director of Luxury Sales

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



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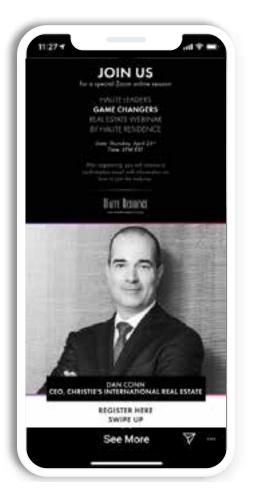


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Christie's International Real Estate, CEO Dan Conn

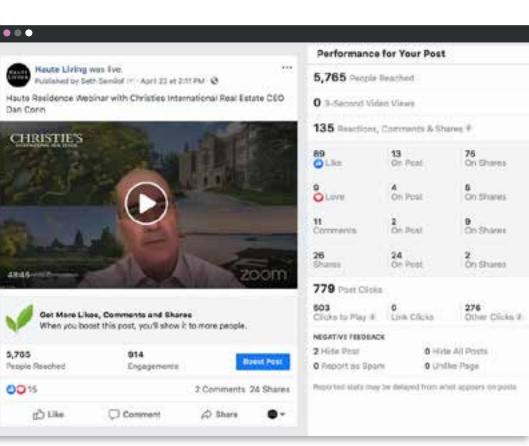
A conversation on how the luxury real estate industry is turning more digital in response to global changes



Instagram story post and grid post



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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.

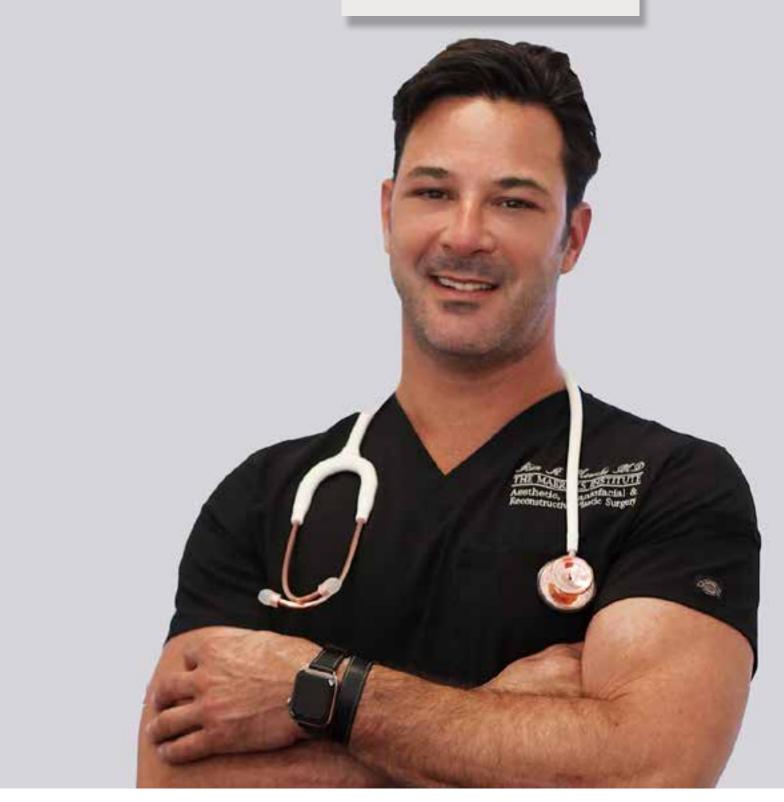
Senior Vice President, Marketing and Communications Christie's International Real Estate



Alyson Barnes



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



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As the world economy is sumpting in this new subscripte. In "Catenge, D. Charlot, and D. Maerros so down even Danie Beauty Network for an exclusive wedness on the latest news in the field, as well the space of the industry



Careaya VIEW

Editorial hauteliving.com/hautebeauty



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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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