



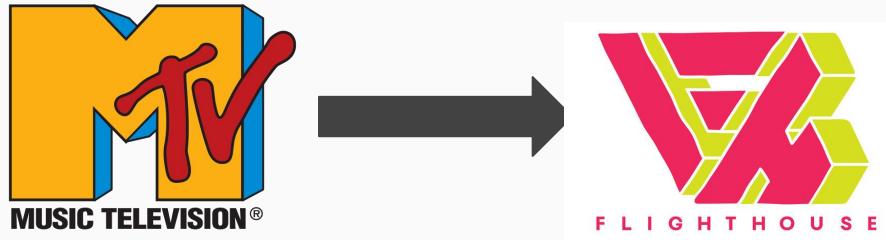
2019 FLIGHTHOUSE PR OUTREACH PLAN



OBJECTIVES

The following objectives provide a multi-layered approach that work towards reaching Flighthouse's goals.

- I. Introduce Flighthouse to celebrity and influencer gatekeepers who are not yet aware of the brand's digital and mobile platforms, shows, reach and capabilities.
- II. Drive awareness around industry events and award shows positioning Flighthouse as a multimedia platform that can create buzz through its original content.
- III. Establish Flighthouse as the modern-day "MTV".



STRATEGIES

Objective I: Introduce Flighthouse to celebrity and influencer gatekeepers who are not yet aware of the brand's digital and mobile platforms, shows, reach and capabilities.

- Strategy: Introductions with talent reps, agencies and brand houses
 - Tactic 1: Create celebrity wishlist and reach out to publicists
 - Tier out list from YouTube, TV stars, Netflix stars, movie stars etc.
 - Tactic 2: Create one sheet to include with all pitches
 - Tactic 3: Create a presentation to bring to management companies/PR agencies
 - Make the artists and their reps feel that Flighthouse can increase their profile and drive their business
 - Include most popular shows, most popular influencers, etc.
 - Create detailed plan for presentation day including who would be present, what Flighthouse merchandise would be brought, special presentations (i.e. Flighthouse cupcakes) etc...
 - Tactic 4: Pitch original viral content to relevant outlets
 - Be fully aware of Flighthouse content calendar to create individual media lists for all significant content



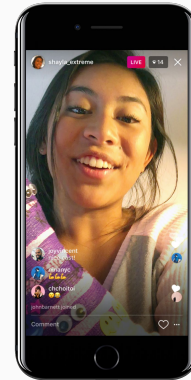
NETFLIX



STRATEGIES

Objective II: Drive awareness around industry events and award shows positioning Flighthouse as a multimedia platform that can create buzz through its original content.

- Strategy 1: Industry events and red carpet opportunities
 - Tactic 1: Flighthouse positioned as a media outlet to cover red carpets to further build talent and event relationships, create content with notable attendees, and showcase the impact and reach of Flighthouse's platforms
 - Tap into Flighthouse's most popular influencer(s) to be the on-air correspondent, capturing red carpet talent interviews to share on all digital platforms
 - Livestream on IGTV or IG Stories
 - Note: Flighthouse to be introduced as one of the leading millennial content channels to the press teams that manage media-driven events



STRATEGIES

- Tactic 2: Paid/non-paid exclusive media opportunities
 - Partner with like-minded events to provide an elevated coverage opportunity for the artists and attending talent; this would be determined based on the audience reach and engagement presented
 - Example: participate in KIIS FM's Wango Tango summer concert by having Fliethouse's first-ever exclusive backstage tent where headlining acts and notable guests stop by for an interview, quick photo shoot, participate in a current TikTok challenge, etc. Past headliners and guests include Ariana Grande, Shawn Mendes, Marshmello, Sabrina Carpenter. (costs involved)



STRATEGIES

- Tactic 3: Create a Flighthouse 2019 Pop Culture Calendar

- Los Angeles

- February 8: LEGO 2 movie premiere
- February 10: The 61st Annual Grammy Awards
- March 14: iHeartRadio Music Awards
- April 12-14 & 19-21: Coachella Music Festival (Indio, CA)
 - Note: [Application](#) deadline is Friday, March 1, 2019
- April 26: Avengers 4 movie premiere
- April 26-28: Stagecoach - California's Country Music Festival (Indio, CA)
- May 4: Star Wars Day
- May 24: Aladdin and Minecraft movie premieres
- June (TBD): iHeart Radio's & KIIS FM's Wango Tango
- June 7: X-Men: Dark Phoenix movie premiere
- June 9: LA Pride
- July 18-21: Comic Con (San Diego)
- July 19: Lion King movie premiere
- August 11: Teen Choice Awards



- New York

- June 28: One World WorldPride NYC 2019
- August 18: MTV VMA's
 - In 2016 the VMA's partnered with Youtube personalities Shannon Boodram and Josh Levya to create VMA-centric YouTube series leading up to the event
 - In 2018 MTV partnered with a team of influencers using IGTV to release its nominations for this year's Video Music Awards.



STRATEGIES

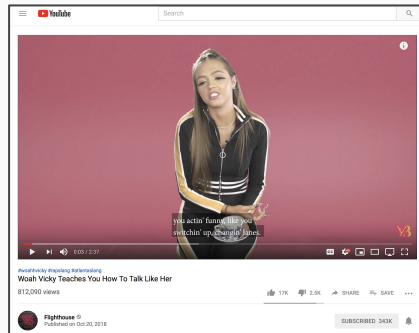
- Tactic 4: Enter Flighthouse for key awards
 - Streamy Awards 2019
 - The Streamy Awards “honors the best in online video and the creators behind it. The annual event brings together the biggest names in online video for a night of celebration, discovery, and meaningful recognition.”
 - October 2018 (no set date for 2019 yet)
 - Potential: Best Comedy Series
 - Chicken Girls on Brat won Best Drama Series
 - Potential: Streamys Brand Awards
 - Branded Content Video, Branded Content Series, Emerging Platform, Influencer Campaign
- Tactic 5: Shorty Awards 2019
 - The Shorty Awards honor the best of social media by recognizing the influencers, brands and organizations on Facebook, Twitter, YouTube, Instagram, Snapchat, Musically and more.
 - There are two competitions of the Shorty Awards: the Influencer competition and the Brands & Organizations competition.
 - [Application](#) deadline: February 7, 2019
 - Potential: Best Influencer & Celebrity TikTok Campaign



STRATEGIES

Objective II: Drive awareness around industry events and award shows positioning Flighthouse as a multimedia platform that can create buzz through its original content.

- Strategy 2: Expand on the influencer talent pool and increase consumer engagement
 - Tactic 1: Introduce up-and-coming celebrities, established celebrities and influencers to the Flighthouse brand
 - Create individual and unique publicity opportunities tailored to each influencers' needs in order to generate interest and build a cohesive relationship
 - Tactic 2: Social media brainstorming and research to increase engagement and improve overall content
 - Study competitors' and growing influencers' engagement tactics
 - Constantly brainstorm new and creative original content ideas
 - Consistently post relevant material to create a stable "buzz"



FUTURE PLANNING

Objective III: [Long Term Goal] Establish Flighthouse as the modern-day “MTV”.

- Strategy: Create more in-house content with Flighthouse crew
 - Example: Ninder episode
- Tactic 1: Continue creating behind the scenes unscripted original content
 - Future opportunities for reality TV-type content on social media platforms
 - Position Flighthouse as a brand where young entrepreneurs and creatives strive to work
 - Examples: The Hills, Fantasy Factory, Very Cavallari
- Tactic 2: As the brand evolves, start to include Flighthouse crew on social media platforms throughout the day with branded content



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THINGS
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