

## HERMES RICHIE WITH \$ BAG - "Good Taste Travels" SOCIAL CAMPAIGN

Purpose: To raise awareness of the HERMES RICHIE WITH \$ BAG piece by ALEC MONOPOLY and incorporate the worldwide shipping aspect for international customers

Program Length: Three Weeks

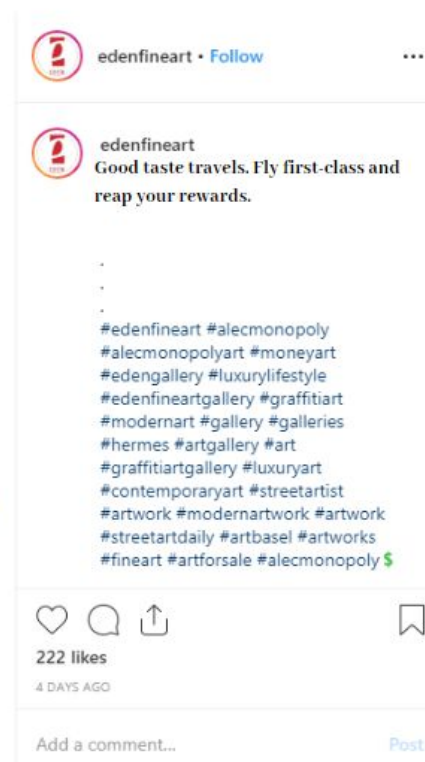
### INSTAGRAM:

Text Brief: Good taste travels. Fly first-class and reap your rewards. #EdenFineArt #AlecMonopoly #GoodTasteTravels

Visuals: One post every three days (seven Instagram posts total so as not to flood the feed or take up a full week of posts at one time).

1. Photo showcasing mail (i.e. letters/packages/etc.) that features the HERMES RICHIE WITH \$ BAG as a stamp (to indicate travel and worldwide shipping).

Example of visuals:



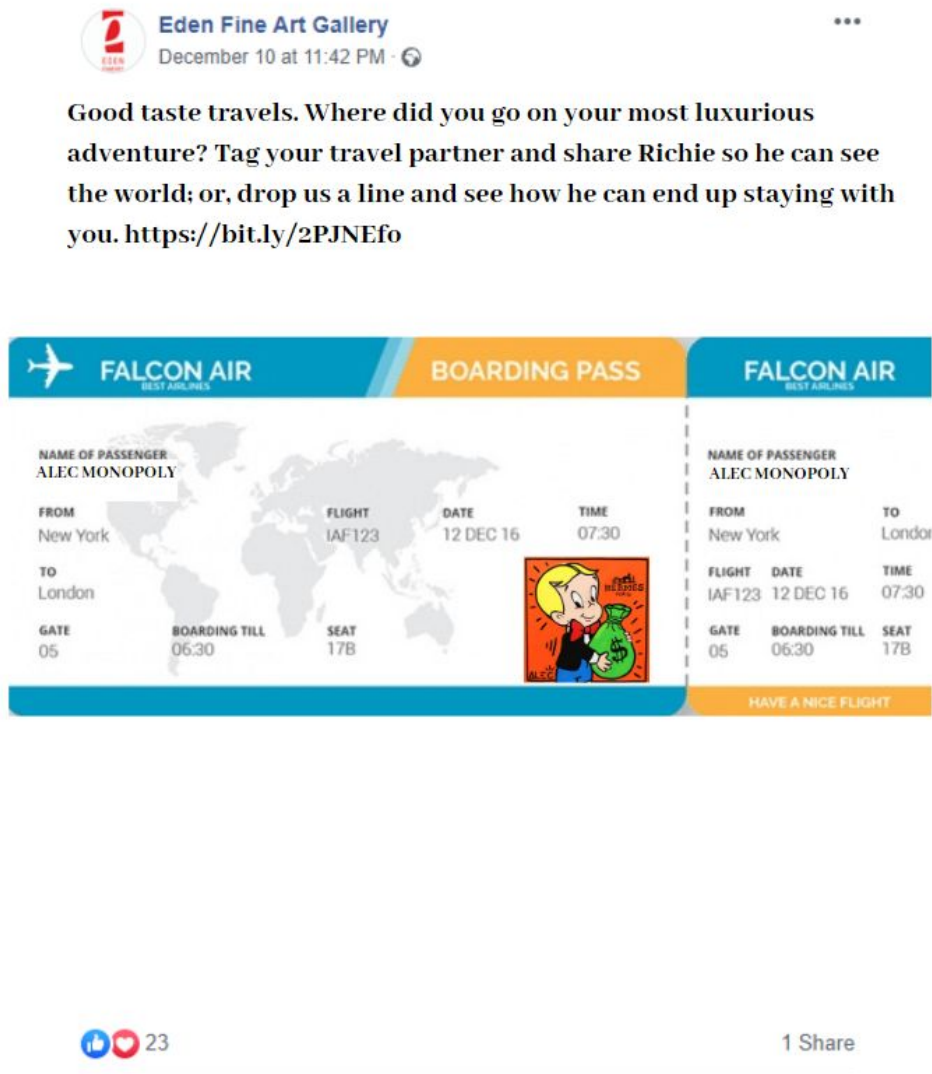
**FACEBOOK:**

Text Brief: Good taste travels. Where did you go on your most luxurious adventure? Tag your travel partner and share Richie so he can see the world; or, drop us a line and see how he can end up staying with you.

Visuals: One main post that encourages people to share and spread (viral posting) while engaging the audience to tag friends and relive their favorite vacation. Encouragement of the image will help share the piece worldwide in a modern and unique way. The boarding pass visual helps reinforce the travel aspect of the campaign.

1. One image incorporating the piece on a boarding pass which will be posted on the main Eden Fine Art Gallery Page with a link that leads directly to the art's page on the Eden Fine Art Gallery site.

Example of visual:



**TWITTER:**

Text Brief: Good taste travels. Where would you fly first-class to? #AlecMonopoly #GoodTasteTravels <https://bit.ly/2PJNEfo>

Visuals: One main post that encourages people to share and spread (viral posting) while engaging the audience to retweet with their ideal vacation hotspot. Encouragement of the image will help share the piece worldwide in a modern and unique way. The passport visual helps reinforce the travel aspect of the campaign.

2. One image incorporating the piece on a passport which will be posted on the main Eden Fine Art Gallery Twitter with a link that leads directly to the art's page on the Eden Fine Art Gallery site.

Example of visual:

