

MODERNLUXURYMEDIA

[INSERT BRAND]

PROGRAM RECAP

[INSERT DATE]

OUR COMMON THREAD

Our Common Thread brought together three leaders in luxury: *[INSERT BRAND]*, *[INSERT BRAND]* and Modern Luxury. On the heels of *[INSERT BRAND]* and *[INSERT BRAND]* budding partnership, Modern Luxury curated high-touchpoint, money-can't-be-bought experiences in three of our focus markets.

The weekend itineraries were carefully designed for *[INSERT BRAND]* clients to experience both the *[INSERT PRODUCT]* and the best in luxury the cities have to offer.

Modern Luxury's Solution:

- Identify VIP luxury experiences in the *[INSERT CITY]*
- Produce a custom video series showcasing the weekend experiences, all accessible by the *[INSERT BRAND]*.
- Grow brand awareness and engagement through custom content and high-impact advertising.



OUR COMMON THREAD

PROGRAM OVERVIEW

In a custom content series, Modern Luxury curated a series of unforgettable experiences across three of *[INSERT BRAND]* focus markets:*[INSERT CITY]*. The weekends were the ultimate escape in luxury, best experienced with *[INSERT PRODUCT]*.

From the best hotels to the talk-of-the-town restaurants, the *[INSERT PRODUCT]* became a symbol of the ultimate *[INSERT DESCRIPTION]*.

The weekend itineraries included details on the new *[INSERT PRODUCT]*, introducing our readers to the true luxury found in the *[INSERT PRODUCT]*. We produced dynamic, fast-paced videos that captured the thrill of the weekend and shared across Modern Luxury's digital channels.

The following pages introduce you to our curated weekends and the supporting creative content.



OUR COMMON THREAD

PROGRAM ELEMENTS

EDITORIAL ALIGNMENT

- National editorial feature highlighting *[INSERT BRAND]*.

LUXURY WEEKEND CONCIERGE

- In three markets, Modern Luxury curated three days of exclusive experiences showcasing the luxurious lifestyle of each city.

BRANDED CUSTOM CONTENT

- Three custom videos featuring our weekend escapes.
- Six native articles supporting weekend content.
- Six e-newsletter inclusions driving readers to the native article.
- Six dedicated emails to our active subscriber base.
- Six posts on social media channels highlighting custom video.
- One program recap featured native content article across all Modern Luxury markets.

HIGH-IMPACT ADVERTISING

- Engaging and dynamic high-impact advertising across desktop and mobile.



PROGRAM TIMELINE



OUR COMMON THREAD

EDITORIAL ALIGNMENT

To showcase the advancements in **[INSERT PRODUCT]**, we rolled out a national editorial feature written by our **[INSERT EDITOR]**. We shared the article across print and online platforms.

We have a collective audience across national titles of **2,400,000 readers**.



OUR COMMON THREAD

WEEKEND CURATION

In three markets, Modern Luxury curated three-day itineraries for VIP clients of *[INSERT BRAND]*. The weekends included one-of-a-kind culinary experiences, exclusive access to cultural institutions and luxurious R&R moments.



OUR COMMON THREAD

BRANDED CUSTOM CONTENT

The curated weekends served as the driving story of our custom content, highlighting both the luxuries found in our cities with the beauty of *[INSERT PRODUCT]*. Our custom content anchored native articles, email marketing and social channels and deployed across Modern Luxury's digital network.

Native articles across the Modern Luxury network garnered over **822,000 impressions** with an average **time on page of 2:11**, driving brand engagement and video views. Exceeding benchmark of 1:30 with *[INSERT CITY]* as top performer.

Social Engagement and impressions grew on social posts across markets, with **900,000+ impressions** across boosted and organic social, with an **average engagement rate of 7.77%**, exceeding benchmark of 1.1% with *[INSERT CITY]* as top performer.

Dedicated email **average open rate of 9.72% & 5.67% CTR exceeded** 9% open & 4% CTR benchmarks with *[INSERT CITY]* as top performer.

E-newsletter campaign reaching **174,867 inboxes** with an **average open rate of 10.62% & CTR average of 11.88%**, exceeding our average of 9.63% open and 11% CTR with *[INSERT CITY]* as top performer.



OUR COMMON THREAD

HIGH-IMPACT ADVERTISING

To further drive brand awareness and engagement, Modern Luxury deployed a high-impact advertising campaign across desktop and mobile.

Our high-impact advertising and video pre-roll campaign garnered more than **5.9M impressions** across desktop and mobile screens. The average **CTR was .721%**, exceeding benchmark of .5%.



OUR COMMON THREAD

HIGHLIGHTS AT-A-GLANCE

- Collective marketing program garnering **11M+ impressions** across print, social and digital channels
- Curation of three city three-day VIP experiences
- Average time on page for native articles **exceeded our standard benchmark of 1:30, with an average of 2:11** per site
- Social Engagement of **7.7% well exceeded the 1.1% benchmark** and impressions grew on social posts across markets, with **900,000+ impressions** across boosted and organic social
- E-newsletter campaign reaching **174,867 inboxes** with a **average open rate of 10.62% & CTR average of 11.88%**, exceeding benchmarks of 9.63% open and 11% CTR. Dedicated email campaign **average open rate of 9.72% & 5.67% CTR also exceeding** 9% open and 4% CTR benchmark.
- A high-impact advertising campaign across desktop and mobile garnered more than **5.9M impressions** across desktop and mobile screens. The average **CTR was .721%**, exceeded benchmark of .5%.



BRAND

APRIL EDITORIAL



Same content ran across all markets

HIGH IMPACT



HIGH IMPACT



MOBILE SKIN



MARKET-BY-MARKET

The following pages introduce you the three market itineraries; as well as, examples of our marketing executions.

[INSERT CITY]

[INSERT CITY] ITINERARY

Away from the hustle and bustle of **[INSERT CITY]**, we provided a luxury escape for guests. With a thriving culinary scene and unique cultural attractions, **[INSERT LOCATION]** was the perfect spot for a weekend with **[INSERT PRODUCT]**.

- **Stay:** **[INSERT HOTEL]**
- **Culinary Experiences:** **[INSERT VENDORS]**
- **Luxury Experiences:** **[INSERT LOCATIONS]**
- **[INSERT PRODUCT] Touchpoints:** scenic drives around **[INSERT CITY]**.



[INSERT CITY] PRINT



[INSERT CITY]

MOBILE SKIN



[INSERT CITY] VIDEO



NATIVE ARTICLE



NATIVE ARTICLE



[INSERT CITY] SOCIAL CONTENT



[INSERT CITY] SOCIAL CONTENT



[INSERT CITY] E-NEWSLETTER



Same content ran across all markets

[INSERT CITY]

[INSERT CITY] ITINERARY

With the most millionaires per capita, **[INSERT CITY]** is the star of the south. Dallas is quickly setting the scene as one of the country's top art destinations. From museums to galleries, red-carpet designers and up-and-coming artists **[INSERT CITY]** is a hub for the trends that define our culture, making it a must-visit destination for **[INSERT PRODUCT]**.

- **Stay:** **[INSERT HOTEL]**
- **Culinary Experiences:** **[INSERT VENDORS]**
- **Luxury Experiences:** **[INSERT LOCATIONS]**
- **[INSERT PRODUCT] Touchpoints:** scenic drives around **[INSERT CITY]**.



[INSERT CITY] PRINT



[INSERT CITY]

[INSERT CITY] VIDEO



NATIVE ARTICLE



Same creative ran across all markets

NATIVE ARTICLE



Same creative ran across all markets

[INSERT CITY] SOCIAL CONTENT



[INSERT CITY] SOCIAL CONTENT



[INSERT CITY] E-NEWSLETTER



Same creative ran across all markets

[INSERT CITY]

[INSERT CITY] ITINERARY

Away from the hustle and bustle of **[INSERT CITY]**, we provided a luxury escape for guests. With a thriving culinary scene and unique cultural attractions, **[INSERT LOCATION]** was the perfect spot for a weekend with **[INSERT PRODUCT]**.

- **Stay:** **[INSERT HOTEL]**
- **Culinary Experiences:** **[INSERT VENDORS]**
- **Luxury Experiences:** **[INSERT LOCATIONS]**
- **[INSERT PRODUCT] Touchpoints:** scenic drives around **[INSERT CITY]**.



[INSERT CITY] PRINT



[INSERT CITY]

[INSERT CITY] VIDEO



NATIVE ARTICLE



Same creative ran across all markets

NATIVE ARTICLE



Same creative ran across all markets

[INSERT CITY] SOCIAL CONTENT



[INSERT CITY] SOCIAL CONTENT



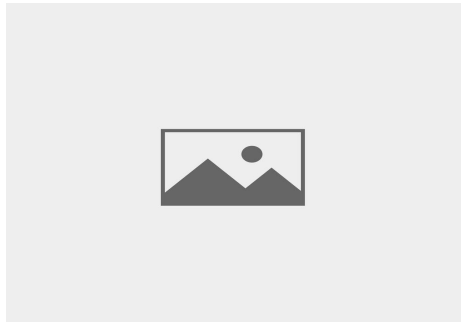
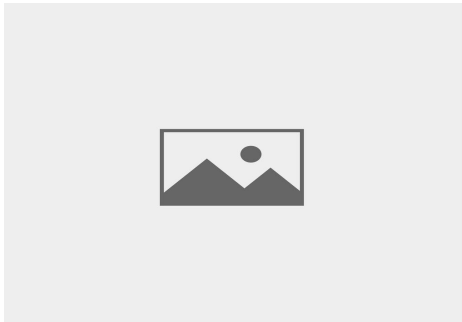
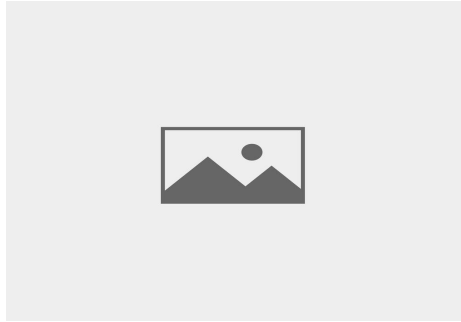
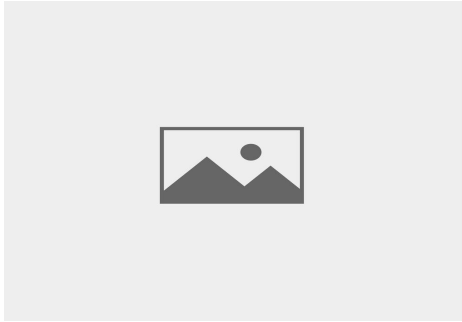
[INSERT CITY] E-NEWSLETTER



[INSERT CUSTOM CONTENT STRATEGY]

*We repurposed our custom content into a national native article highlighting the must-take, must-do **[INSERT ACTIVITY]** across the country. Content was deployed across all Modern Luxury markets.*

NATIVE ARTICLE



Same creative ran across all markets

DEDICATED EMAIL



Same creative ran across all markets

VIP GIFTING

VIP GIFTING

To conclude our program we issued targeted gifting opportunities to the top 15 VIPs in our focus markets.

Gifting included a *[INSERT PRODUCTS]*; and were delivered to both our weekend guests and in-market VIPs selected by our publishers.



MODERNLUXURYMEDIA

THANK YOU

[INSERT NAME]