Ariana Rockefeller

Presented by Harrison & Shriftman
August 15, 2012
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“A love of beautiful things runs in my family.”
- Ariana Rockefeller
THE H&S APPROACH

In order to successfully position the Ariana Rockefeller brand within the fashion community and elevate Ariana’s profile & philanthropic endeavors, H&S will strategically communicate a story of authenticity at every touch point - building brand recognition, longevity and equity.

H&S will create a roadmap for Ariana Rockefeller to tell the RIGHT story to the RIGHT audience at the RIGHT time.
Strategic Game Plan

Building The Ariana Rockefeller Name:
Transform Ariana Rockefeller into a notable fashion, design philanthropic and lifestyle expert

There Is Authenticity In Heritage:
Leverage Rockefeller history to drive credibility

They’ll Believe It When They Experience It:
Develop influencer seeding and experiential platforms that position the brand as approachable luxury

The Right Place At The Right Time:
Develop partnerships that build the brand’s credibility across various platforms, industry and social networks
Roadmap

PHASE I ----> Q4: 2012 ---> Planning & Brand Building

- Overall brand consultation & development
- Facilitate industry & media introductions including retail & design partners
- Craft messages & press materials
- Create social calendar
- Refine branding & collection
- Social media approach & planning

PHASE II ----> Q1: 2013 ---> Gain the momentum

- Curate fashion presentation (February 2013)
- Dressing celebrities & influencers
- Media outreach
- Social media strategy to be implemented
- Roll out the brand story

PHASE III ----> Keep the momentum

- Continue to expand the brand program
Brand Consultation

H&S will work closely with Ariana Rockefeller to consult on all aspects of the brand. This initial planning stage will play a key role further defining the brand roadmap. Our scope of services are outlined below. In addition to these services, H&S has extensive professional relationships with Interactive, Design, Advertising and Brand Identity agencies.

- Competitive research and analysis
- Positioning assessment and refinement
- Brand revitalization/re-launch strategies
- Primary market research
- Retail consultation
- Media planning
Who is Ariana Rockefeller?

Build a visibility campaign that establishes Ariana as an authentic fashion & lifestyle brand & personality.
WHERE IS ARIANA SEEN?

In all the right places.
H&S will work with Ariana Rockefeller to continue the family legacy of charitable work, by developing existing relationships or recommending new alliances, in order to create trend focused items designed by Ariana Rockefeller that benefit a charity.
Drawing upon what inspires Ariana - her grandmother Abby Aldrich Rockefeller, a co-founder of the Museum of Modern Art and a woman of impeccable style – H&S recommends creating a not-for-profit philanthropic endeavor that truly has an impact and is closely related to Ariana’s roots in art, culture, style and American prosperity. This platform will elevate Ariana’s profile as a modern day philanthropist, be the anchor for her brand message and create an authentic, true and media-able story.

Examples – Lauren Bush & FEED Bags / TOMS Shoes & Eyewear
PR Strategy
Generate maximum impact, build credibility and maintain consistent media presence
In order to reignite buzz and interest among editors and influencers, H&S suggests hosting a dinner series with 15-20 key editors and influencers for collection previews and relationship building. Suggested invitees include Joe Zee of Elle, Nina Garcia of Marie Claire, Stellene Volandes of Town & Country, models Chanel Iman, Jessica Stam and more. Dinners would be hosted before Fashion Week - February 2013, at Rockefeller estates or homes, giving editors a glimpse into the family history, heritage and at acclaimed art collections, further reinforcing the inspiration for the brand. International dinners are also recommended.
Trunk shows are a great way to build and create buzz with consumers and regional media. Building off of the brand lifestyle H&S suggests hosting curated trunk show events in regional markets such as Palm Springs, Miami, Aspen, Malibu and the South of France for international appeal.

We will work with Ariana to identify key media and tastemakers in these markets that make sense and will align with the brand.

To further bring this concept to life, a Livestreamed trunk show could take place via the Ariana Rockefeller Facebook in order to drive traffic and engage even more consumers; via a shopping application, users will be able to directly purchase items presented.
Building an image

H&S will position Ariana Rockefeller as a style expert, fashion influencer and design enthusiast to further demonstrate her refined esthetic and artistic legacy. This positioning will create buzz and interest in Ariana to be placed within the media in various capacities including designer profiles, best dressed pages, party pages, as a style and design expert commenting on trends in fashion, art and home, etc.
“This collection is really special to me. I’m happy to be able to include a charitable component. It’s important to me to give back.”
Elevating Ariana - The Brand....

Where you’ve been....

Where H&S will take you.....

ELLE
VOGUE
InStyle
Oscar Fashion
People
Style.com
Refinery29
TODAY
The Insider
And here...
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<thead>
<tr>
<th>Women's Lifestyle</th>
<th>Fashion</th>
<th>Entertainment / Social</th>
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<td><strong>Man Repeller</strong></td>
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<td>StyleList.com</td>
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<td><strong>PopSugar</strong></td>
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<td><strong>The Glamourai</strong></td>
<td><strong>WhoWhatWear</strong></td>
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<td>Fashiontoast.com</td>
<td>Theglamourai.com</td>
<td>Whowhatwear.com</td>
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<td>5,684</td>
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<td><strong>What I Wore</strong></td>
<td><strong>Racked</strong></td>
<td><strong>Daily Front Row</strong></td>
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<td>Whatiwore.tumblr.com</td>
<td>Racked.com</td>
<td>Fashionweekdaily.com</td>
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Look who loves Ariana Rockefeller
Work with tastemakers, key influencers and celebrities to add additional credibility
In order to peak the interest of our target, H&S has created a filter for selecting bloggers and influencers. The criteria includes the following:

- BE a “trusted advisor” among their audience or community
- Have a highly engaged audience
- Have an engaging media personality, have influence in the world of art, fashion and beauty, and represent the next generation of talent
- Have flexibility to travel, as needed

H&S will leverage relationships with bloggers and influencers to communicate key program messages and spread awareness.
Influencers

Marissa is the youngest CEO of the Fortune 500 company, Yahoo. She represents America as an influencer and inspirational making her existence a great promotional tool for designers.

American novelist and screenwriter, Gigi Levangie Grazer recently celebrated the launch of her 5th book. Leverage of Gigi’s recent success and her current press to dress her in Ariana’s clothing, making her a powerful and fashionable women.

As CNN’s correspondent in New York, Alina Cho believes ‘Fashion coverage has a place on CNN’. Many look up to this savvy female as see her as a credible fashion advisor.
Celebrity Seeding

Rashida Jones

Christina Ricci

Jessica Szohr

Emma Roberts

Minka Kelly

Uma Thurman

Brooklyn Decker

Debra Messing
Digital & Social Media

Create a compelling 360° social media program by bringing offline content to life on a permanent online platform for ARIANA ROCKEFELLER. The content platform will form an online community that drives awareness of ARIANA ROCKEFELLER and its programming through a dedicated blog, Tumblr profile, YouTube account, Pinterest page, Facebook page, along with constantly engaging consumers through conversations on Twitter.
Press Materials
H&S will work with the brand to create any necessary press materials including fact sheets, press releases and bios and distribute assets to appropriate media outlets.

Press Clips
H&S will service all press clips as they are published.

H&S will calculate and provide metrics, including media impressions and ad rate equivalency values, for each clip and provide a collective total each quarter.

Reporting
H&S will prepare a comprehensive monthly status report for that outlines all account activity and indicates published, confirmed and pending placements as well as specific editor feedback, whenever possible.

Weekly Check-In
H&S to arrange and participate in weekly calls with F-Factor team to discuss media activities
Measuring ROI

H&S measures ROI with a two-pronged approach: Quantitative + Qualitative. The analysis is provided by a third-party which tracks and analyzes the impact of media coverage and PR activity. The metrics are calculated as follows:

**Quantitative - Gauges overall media coverage according to:**
- Ad Value
- Impressions
- Length of Article/Duration of TV Coverage
- Context
- Inclusion/Lack of Visuals
- Comparison of PR expenditures vs. media value

**Qualitative - Gauges overall media coverage of Ariana Rockefeller (and competition if needed) according to:**
- Tone
- Favorability
- Share of Voice (i.e. were other competitors mentioned?)
**Scope of Work**

Public Relations & Marketing

*Suggested Fee $12,000 per month*

**CORE ACTIVITIES MAY INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:**

- Press material development and distribution
- Drafting of messages
- Media training
- Social calendar creation
- Procurement of high profile event invitations
- Management of media interviews and photo opps at high profile events
- Brand refinement and development
- Retail distribution advisement
- Collection and product consultation
- Social media consultation
- Product placement
- Media relations: national, trade, entertainment, long/short lead, broadcast
- **Celebrity Seeding**

**Collection Presentation**

- Create and produce presentation experience
- Consult on event elements to ensure they are aligned with brand essence and are press-worthy
- Create targeted guest list of high-profile attendees, including influencers and media elite
- Email invitations and follow up to confirm attendance
- Manage event RSVP’s and prepare final guest list
- Provide on-site staff for media and guest check-in as well as seating assistance
- Secure celebrity attendees
- Manage media and celebrity on red carpet
- Create media alert and any necessary press material for the event
- Monitor media placements, distribute clips in real time and provide comprehensive report at the completion of the project

**Fees for all Event Production, Consumer Activations, Talent Relations, Marketing partnerships/programming, etc. that require utilization of H&S members that are not part of the standard retainer team will be negotiated in good faith based on proposed scope of work and retainer relationship.**
OUR STORY

Established in 1995 by Elizabeth Harrison and Lara Shriftman, H&S is a public relations, marketing and events agency.

Located in New York, Los Angeles and Miami, the agency has a strong history with luxury brands in fashion, technology, accessories, beauty, automotive, spirits, hospitality and lifestyle.

In 2002, H&S was named a top entrepreneurial leader in Inc. Magazine’s list of 500 fastest growing private companies. Following in 2003, the agency joined Omnicom Group – the world’s largest communication company – and in 2011 became a complimentary agency of Ketchum’s global network.
Current & Past Fashion Clients

L.A.M.B.  Baume & Mercier  Laneybryant

AllSaints Spitalfields

John Bartlett Consensus  Víctor  Sebago

Víctor Alfaro

The Bon•Ton Stores, Inc.

Harry Winston  Samsonite  Black Label

William Rast

Verrier

Juicy Couture

Cartier  Dior  Black Label

Anne Fontaine

Lacoste

Holt Renfrew

Converse

Péter Som  Al Tayer  Zadig & Voltaire

Jimmy Choo

Catherine Malandrino

Alexander Wang
THE H&S DIFFERENCE
Empowering clients to tell the RIGHT story to the RIGHT audience at the RIGHT time

• A full-service public relations, marketing and events agency with dedicated departments specializing in event press, production, strategic partnerships, digital strategy and celebrity relations

• Innovative thinking and ROI-driven campaigns that produce measurable results

• Ongoing research to provide clients with key insights, qualitative and quantitative data

• Access and personal relationships with media elite, early adopters, influencers/bloggers and celebrities via a proprietary database of more than 40,000

• Knowledge of the current media landscape and the latest innovations and trends in digital marketing and social media

• Creative programming that links offline initiatives with the online world

• Extensive brand relationships and strategic thinking to create cost-effective partnerships

• Personal relationships with top-tier celebrities and key influencers
H&S SPECIALTIES

**COMMUNICATIONS**

- Business Press
- Lifestyle Press
- Consumer Press
- Entertainment Press
- Event Press
- Product Placement
- Advertorial Placement
- Editor Events
- Media Mailers

**MARKETING**

- Strategic Partnerships & Sponsorships
- Brand / Consumer Research
- Company / Program Naming
- Brand Strategy & Planning
- Market Research
- Digital & Social Media Consultation
- Relationship Networking

**TALENT**

- Celebrity Seeding & Dressing
- Brand Ambassador Selection
- Event appearances
- Media tours
- Brand spokesperson
We are brand obsessed...

Studio HS specializes in event design and brand experiences. To put it lightly, we’re obsessed with brands – your brand. We orchestrate integrated campaigns that provide a platform for your target audience to interact, engage and experience your brand in an organic and authentic way.

We use our love of storytelling to entertain, generate awareness and create the conversations that foster a deeper relationship between your brand and the audience.
What We Do...

Our talented team have been launching, building and repositioning brands throughout the USA and across Europe for over 15 years. To say we live and breathe it would be an understatement. Our best in class team of experts are cultural influencers in their own right: art, fashion, music, design, architecture — you name it. We soak it all up and turn it into unique experiences.

Event Design and Production
Brand Experience
Experiential Marketing
Media Happenings
Fashion Shows and Presentations
Social Media and Digital
Content Creation
Talent Wrangling and Entertainment
When focus is paired with differentiation, supported by a cultural trend, and surrounded by compelling communications, you have the ingredients for a forward-thinking brand experience.
The Company We Keep... Just Sayin'
CASE STUDIES
Christian Louboutin

Collaborated with Barneys New York to produce a unique and memorable two-part celebration in Los Angeles, for Christian Louboutin’s 20th Anniversary and launch of Mr. Louboutin’s new book: Christian Louboutin. The Los Angeles parties were the sister events to the New York City launch, which took place on November 1st.

Responsible for the guest list, event press, and event staffing for a 250 person private cocktail party at the Barneys New York store in Beverly Hills and a 50 person private dinner, immediately following the cocktail party, held at Mr. Chow in Beverly Hills. Created comprehensive press strategies for both events, secured on-brand celebrities to attend each event, and worked closely with the talent and photographer on-site to capture interesting and engaging photos, and facilitate media interviews.
PRESS HIGHLIGHTS

Los Angeles Times

HEART AND SOLE

cristina Louboutin's shoes make a great pairing. At a Beverly Hills event, everyone was wearing the same thing, and it looked great.

InStyle

WHAT'S right NOW!

Christian Louboutin's West Coast Party and More!

Lea Michele and Christian Louboutin

The shoe guru welcomes the shoe guru to Los Angeles, where he was the guest of honor at a tea for his book, "20 Ans."

COCO PERREZ

Lea Michele never fails to fall from her style icon plateau, and having been one for a couple of years now, that's an accomplishment.

Here she is attending the Christian Louboutin 20th Anniversary party at Barney's NY.

The event (which was held last night) was also the launch of his new book aptly titled Christian Louboutin.

And though Blake Lively may be Christian's style crush, we have a feeling he really likes Lea Michele as well.

She may be donning a stunning Versace dress, but she's walking in Louboutin heels! For accessories, she went with Baccarat earrings, a Sethi Couture ring, and a Kotur bag.

The girl is fence. Plain and simple.

WONDERWALL


Stars Celebrate Christian Louboutin's New Book

Rita Huntington-Whiteley strikes a pose at the Christian Louboutin book launch party held at Barney's New York on Thursday (November 3) in Beverly Hills, Calif.

The 24-year-old British model was joined by designer Christian Louboutin himself!

PHOTOS: Check out the latest pics of Rita Huntington-Whiteley

Christian's new book celebrates his 20th anniversary and a 384-page creation that goes behind-the-scenes of his impressive fashion legacy. It hits stores Monday (November 7).

The week before, Rita was spotted arriving at Heathrow International Airport in London.
Juicy Couture

H&S worked with Juicy Couture at the brand’s inception to position it as a credible player in the fashion space to simultaneously grow its line offerings. During the six year relationship, H&S produced and executed events to launch the brand’s menswear, swimwear, children’s, accessories and denim collections in addition to celebrating the opening of their first retail store in Las Vegas. H&S cultivated relationships with key stylists and executed a strategic dressing campaign to increase brand awareness amongst key celebrities. H&S executed an ongoing, prioritized media relations campaign that included exclusive stories in top tier publications and influential business stories to reinforce brand credibility. H&S played an integral role in positioning the brand to be purchased by Liz Claiborne in 2003 for $53 million.
Baume & Mercier

Baume & Mercier tasked Ketchum/Studio HS with creating an experience to educate and immerse 60 lifestyle and fashion journalists from around the world in the new positioning of the brand. Baume & Mercier turned to the seaside to embody its new area of expression. The easy lifestyle coupled with intense artistic, cultural and social activity are the refuge to those who appreciate the charms of discreet luxury. By telling the story between the Hamptons and the Swiss Maison d’Horlogerie, guests were able to experience the seaside lifestyle that bears a close relationship to the Baume & Mercier Collection.
H&S re-launched the Charlotte Russe brand and positioned it as a serious contender in the female, teen/young adult retail category. H&S consulted on all aspects of the brand re-launch, including the new logo and store design and spearheaded all aspects of the brands digital and social media campaign. H&S executed a comprehensive media relations campaign and leveraged the brand’s partnership with “Gossip Girl” stylist, Eric Daman, to secure coverage in top-tier fashion and lifestyle publications. H&S produced a stylized media preview at the W Hotel in New York City to showcase the Spring line and People’s Liberation collection and conceptualized and executed a high-profile launch event to preview the Fall collection and bring to life the new brand positioning.
PRESS HIGHLIGHTS
To launch the next chapter in the Waterford brand story and debut the interiors collection, we were tasked in creating an event that communicated a more contemporary lifestyle positioning. By using design as a platform to bring to life their key brand message of ‘Live a Crystal Life,’ we created an environment that allowed the guests to interact with the product in a lifestyle setting. There was an overwhelming amount of amazing feedback and praise from leading figures within the interior design and fashion worlds. Initial placements secured in Elle Décor, WSJ, Haute Living, NY Mag and Architectural Digest.
PRESS HIGHLIGHTS