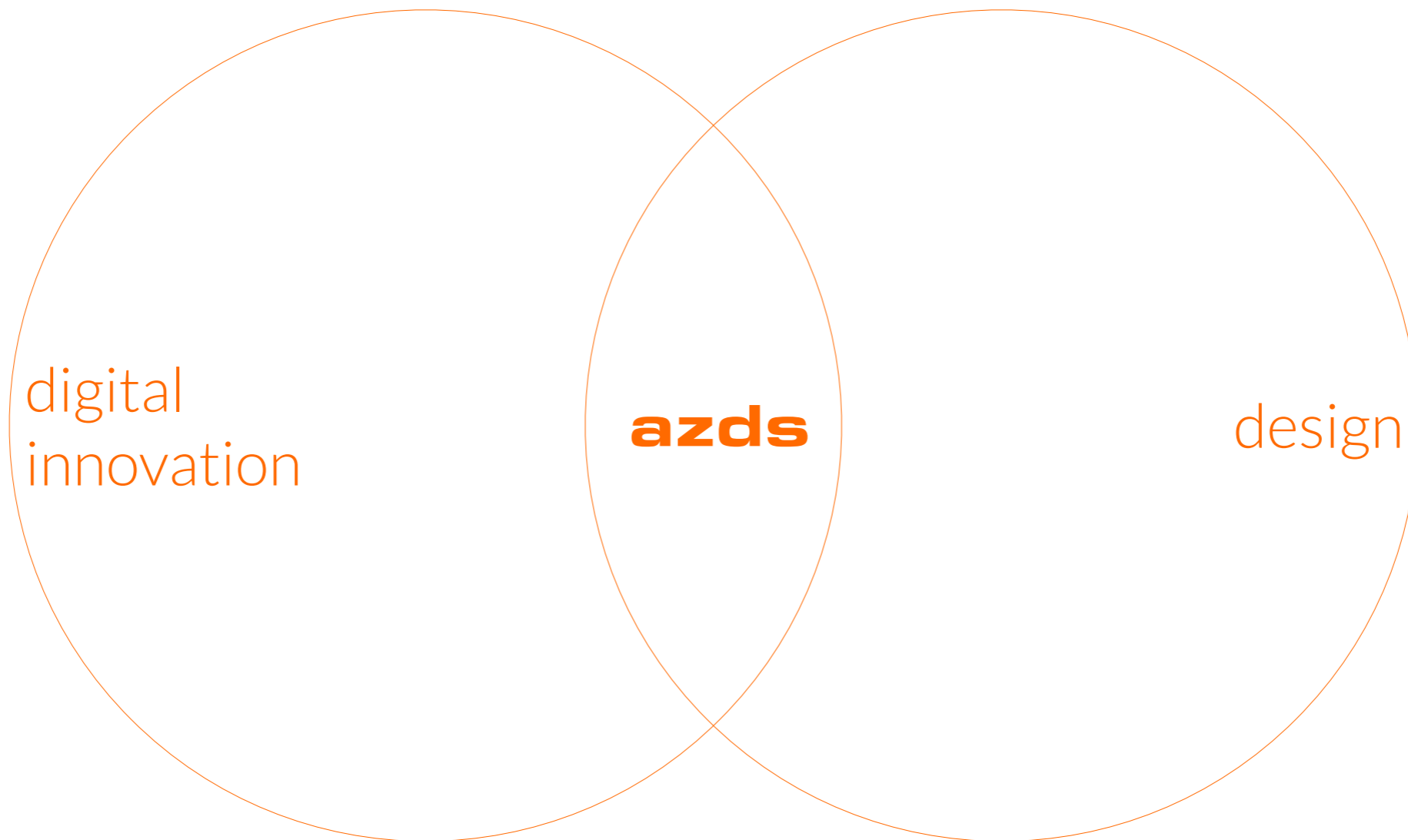


we propel luxury brands  
as digital innovators.





Customized Content Curation and Personalization  
PMS Integration for Guest Information  
Social Integration and Recognition  
Our Luxury Client Roster - Very High ADR



HUGE growth

Social and Content Marketing

The amount of digital content  
consumption and how quickly content  
is dismissed as *irrelevant*

Content is the future of SEO

About 196,000 results (0.41 seconds)

## Hotel Management Companies | Montage Hotels & Resorts ...

[www.montagehotels.com/](http://www.montagehotels.com/) ▾

Montage **Hotels & Resorts**, a **hotel** management company, consists of a collection of luxury **hotels**, resorts and residences that are perfect for vacations.

[Laguna Beach](#) - [Careers](#) - [Destinations](#) - [Beverly Hills](#)

### In the news



#### Gaslamp getting Pendry hotel

[U-T San Diego](#) - 1 day ago

Pendry San Diego, a 317-room, \$100 million-plus upscale hotel, will break ground ...

#### Pendry San Diego Commences Construction

[CBS46 News](#) - 1 hour ago

#### More news for pendry hotels

## THE PENDRY Trademark Application of Montage Hotels ...

[trademarks.justia.com](http://trademarks.justia.com) ▸ ... ▸ [Categories](#) ▸ [Advertising and business](#) ▾

THE PENDRY is a trademark of Montage **Hotels & Resorts**, LLC. Filed in January 20 (2012), the THE PENDRY covers management and operation of ...

## Pendry San Diego Commences Construction - CBS46 News

[www.cbs46.com/story/.../pendry-san-diego-commences-construction](http://www.cbs46.com/story/.../pendry-san-diego-commences-construction)

1 hour ago - New Lifestyle **Hotel** Debuts in San Diego's Historical Gaslamp ... and Resorts and the commencement of construction of **Pendry** San Diego.

## Holiday Inn Express Hotel Hotels Near Pendry Family Care II

[www.thehotelnexus.com/hotel.../Holiday%20Inn%20Express%20Hotel/P...](http://www.thehotelnexus.com/hotel.../Holiday%20Inn%20Express%20Hotel/P...) ▾

Information about Holiday Inn Express **Hotel hotels** located near **Pendry** Family Care II - 3622 Germantown Road in Moravian Falls, North Carolina.

## Gaslamp getting Pendry hotel – U-T San Diego

[discountedhotelrooms.org/gaslamp-getting-pendry-hotel-u-t-san-diego-5/](http://discountedhotelrooms.org/gaslamp-getting-pendry-hotel-u-t-san-diego-5/) ▾

9 hours ago - Gaslamp getting **Pendry hotel** U-T San Diego Pendry San Diego, a 317-room, \$ 100 million-plus upscale hotel, will break ground Wednesday ...

Co-Cite





A-U-R-A

Authentic



Useful



Relevant



Actionable

AUTHENTIC

## **TONE/VOICE**

Easily identifiable with brand

## **CONSISTENCY**

Regularity in format/schedule/delivery

# CASE STUDY: *Petit Ermitage*

 Petit Ermitage  
June 10

Summertime in our fabulous Private Rooftop Club calls for a refreshing in-house love potion. Good thing our "Spirit Master" is up to the task...



 Petit Ermitage  
May 20

Introducing our newest guest "Petito" - who just hatched last week!



 Petit Ermitage shared a link.  
July 6

Unless it's the Bohemian Manifesto, we're not too fond of following rules.

For those who dress to their heart's desire, know that your free spirit is warmly welcomed at Petit Ermitage. Broken fashion rules and all.



11 Style Rules to Break Right Now

[www.esquire.com](http://www.esquire.com)

Rules? Who needs 'em?

# USEFUL

## UTILITY

Offers a practical/interesting function for user  
Content sharing

## AUDIENCE-SPECIFIC

Study user demographics to optimize according to interests, location, age, gender, etc.

RELEVANT

## TRENDY

Popular topics, current happenings, time of year

## #HASHTAG

Posts with hashtags receive double the engagement of posts without hashtags (Bufferapp)

# CASE STUDY: *Montage Hotels & Resorts*

 Montage Hotels & Resorts shared a link.  
April 22

Happy Earth Day! Sustainability is a passion of ours at all of our hotels, resorts and golf courses.  
Congratulations to our team at the May River Golf Club in Palmetto Bluff for its designation as a Certified Audubon Cooperative Sanctuary!  
<http://montageimpressions.com/pitching-in-for-the-environment/>



Pitching in for the Environment: May River Golf Club - Impressions by Montage Hotels and Resorts  
[montageimpressions.com](http://montageimpressions.com)  
Exploring and Curating the Montage Lifestyle...

 Montage Laguna Beach shared a link.  
June 20

Summer officially starts tomorrow. Check out our favorite summer accessories here: <http://tinyurl.com/plkp689>



Summer Accessories for the Beach | Impressions by Montage Hotels & Resorts  
[montageimpressions.com](http://montageimpressions.com)

Montage Impressions helps you hit the beach in style this season with a suave selection of boutique summer accessories.

 Montage Beverly Hills  
July 16

As temperatures rise, take a break from the heat and experience our Correcting Advanced Repair #Facial, which incorporates a cooling masque with hydrating benefits. Experience immediate soothing for sun-exposed skin and a dramatic moisture surge. Kerstin Florian Skincare #DaySpa #WellnessWednesday — at Spa Montage Beverly Hills.



we propel luxury brands as digital innovators

# ACTIONABLE

## EMOTION-DRIVEN

Great images and stories drive emotion  
Emotion inspires action (images result in 53% more likes and 104% more comments on Facebook )

**“Make me care and make me share”**

People remember 10% of what they hear, 20% of what they read, and 80% of what they see



ACTIONABLE

## DISTRIBUTION

People=world's greatest distribution channel

# CASE STUDY: *Montage Laguna Beach*



Montage Laguna Beach

March 20

Ever wondered what a day in the life of an executive chef might be like? Find out what Studio Executive Chef Craig Strong is up to from sunrise to sunset at Montage Laguna Beach by visiting <http://monta.ge/ChefStrong>. #studio #montageimpressions #lagunabeach



Montage Laguna Beach

April 11

Happy Friday!





*Brand*  
*Lifestyle*  
*Experiences*  
*Passions*



Human interest

*Recipes*  
**Interviews**  
*Stories*  
*Luxury Lifestyle*



Have meaning

How?

# Knowing your **Audience**

Studying demographics (analytics)

Luxury lifestyle

People > product

Images tell a personable story

Stories drive emotion



# Trendsurfing

Media listening: listen/observe/gather  
current online trends and insights

= virality

# CASE STUDY: *Montage Impressions*

The screenshot displays the Montage website interface. At the top is a navigation bar with the Montage logo and menu items: DISCOVER, LOCAL, MEMORIES, RESERVATIONS, and SIGN UP. A search icon is located on the right. The main content area features a large grid of images under the heading "Impressions of Autumn". The grid includes categories like Experience, Family, Savor, Arts, Balance, Style, and Comfort. To the right is a sidebar titled "TODAY AT MONTAGE" with a "SELECT DESTINATION:" dropdown menu set to "Deer Valley". Below this are event listings: "Live! at Montage", "Fall Foliage Tours", "Elements of Wellness Spa Series Launch", and "Resort Art Tour". Further down the sidebar is "AROUND MONTAGE" with "Park City Dine About" and "Montage to Moab". At the bottom of the sidebar is "MEMORIES" with two small image thumbnails. The main content area also includes sections for "FARM FRESH IN THE FALL" (with an image of apples) and "SMART TRAVELS: BEST ON-THE-GO APPS" (with an image of a smartphone).

# CASE STUDY: *Montage Impressions*

The screenshot displays the Montage website's content layout. At the top is a navigation bar with the Montage logo, a home icon, and menu items: DISCOVER, LOCAL, MEMORIES, RESERVATIONS, and SIGN UP. A search icon is located on the right. The main content area features an article titled "Impressions of Autumn" with the sub-header "#CulinaryDiscovery with Executive Chef Scott Conant". The article includes social media sharing buttons for Facebook (323 likes), Twitter (17 tweets), and Google+ (0+1). The text describes Chef Scott Conant's recent work at Montage Deer Valley, mentioning a Thai Red Curry with game sausage. It includes sections for "Best thing I ate recently" (Arroz Pollo from ABC Cocina), "Unique ingredients", "I loved it because", and "It inspires me because". A large image of Chef Conant in a kitchen is positioned to the right of the text. Below the article is a "Check back in coming months" note. The sidebar on the right, titled "TODAY AT MONTAGE", has a "SELECT DESTINATION:" dropdown menu set to "Deer Valley". It lists three events: "Fall Foliage Tours" (September 8 - October 15), "Elements of Wellness Spa Series Launch" (September 8 - December 5), and "Resort Art Tour" (Self Guided Art Tour, Montage Deer Valley). Below these is a "Click for More Events" link. The "AROUND MONTAGE" section lists "Park City Dine About" (October 1 - 12) and "Montage to Moab" (Montage to Moab), also with a "Click for More Events" link. The "MEMORIES" section at the bottom right shows two small image thumbnails. At the bottom left, "OTHER SIMILAR ARTICLES" includes "Fall Foliage Tours" (with a thumbnail of apples) and "Marine Wildlife in Kapalua Bay: A Visit from the Hawaiian Monk Seal" (with a thumbnail of a smartphone and a cup).

# CASE STUDY: *Montage Impressions*

*Montage* [DISCOVER](#) [LOCAL](#) [MEMORIES](#) [RESERVATIONS](#) [SIGN UP](#)

## Impressions of Autumn

### A Boutique Collection of Summer Beach Accessories

Soak up the sun in style this season with Montage Impressions' selection of boutique summer accessories.

**Women's Accessories**

1. Maribel hat by Eric Javits; \$295 (photo credit)
2. Riri crochet-knit dress by Melissa Odabash; \$205 (photo credit)
3. Islero Wrap Cuff by Kendall Conrad; \$320 (photo credit)
4. The Row 36 sunglasses by Linda Farrow; \$442 (photo credit)
5. Vita Two-Toned Bikini by Charlie by MZ; \$290 (photo credit)
6. Wave Tote bag by M. Carter; \$75 (photo credit)
7. SPF 30 Face Moisturizer by Malin + Goetz; \$36 (photo credit)
8. Braided Leather Sandals by MUSA; \$200 (photo credit)
9. Protective Sun Oil for hair by Phytoplage; \$28 (photo credit)
10. Rodin perfume by Olio Russo; \$225 (photo credit)

**Men's Accessories**

### TODAY AT MONTAGE

SELECT DESTINATION:

Deer Valley

- Fall Foliage Tours  
Montage Deer Valley  
September 8 - October 13
- Elements of Wellness Spa Series Launch  
Montage Deer Valley  
September 8 - December 5
- Resort Art Tour  
Self Guided Art Tour  
Montage Deer Valley

[Click for More Events](#)

### AROUND MONTAGE

- Park City Dine About  
Park City Dine About  
October 1 - 12
- Montage to Moab  
Montage to Moab

[Click for More Events](#)

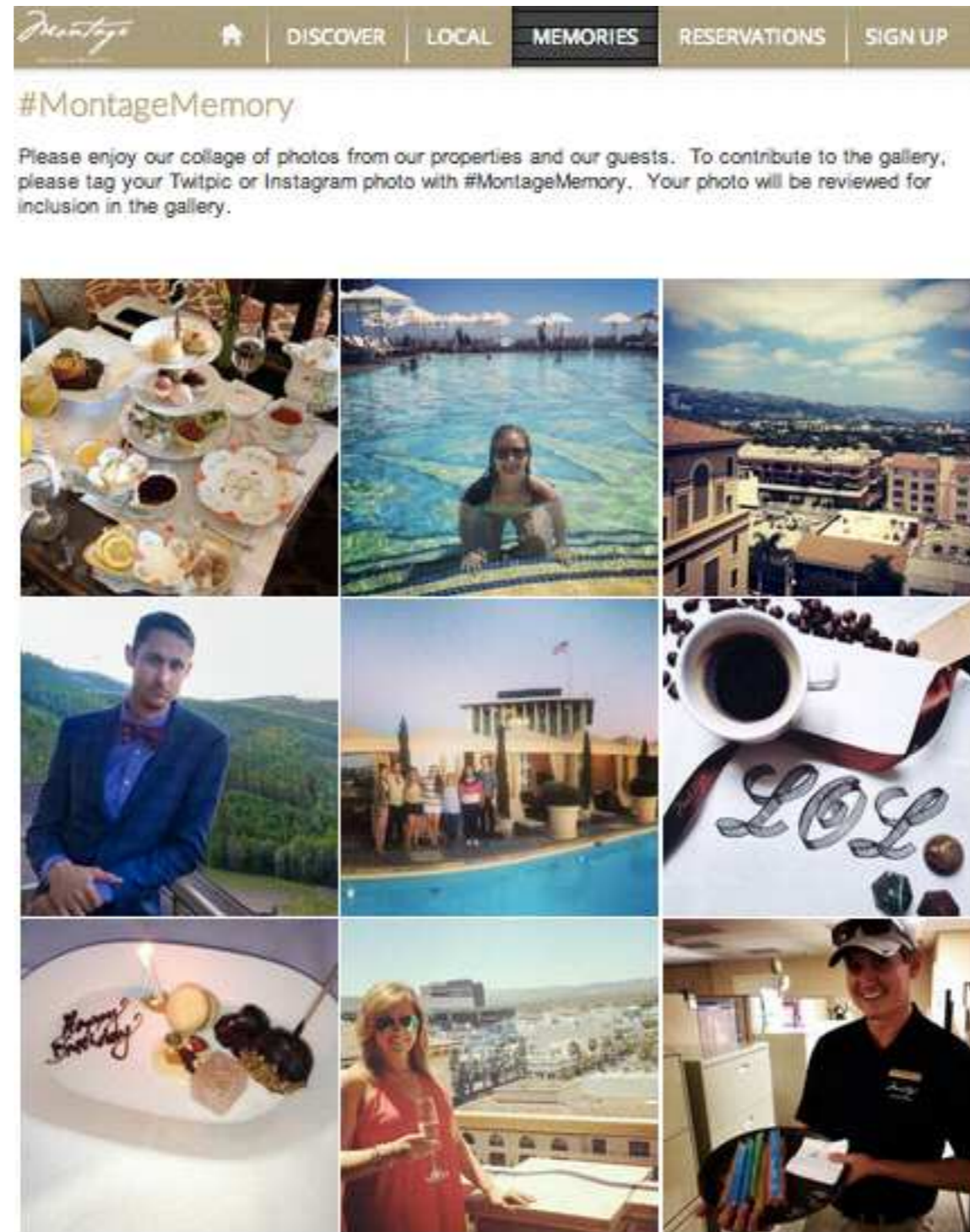
### MEMORIES

# User-Generated Content

Identifying your social influencers

Empowering your most loyal  
and influential supporters

# CASE STUDY: #MontageMemory





*\$1,300/night*





*\$300/night*



# Knowing your **Audience**

Skiing vs. Biking

Sundance vs. Park City Music Festival





**Shannon McShane**

Otis College of Art and Design

- Likes Shutters on the Beach, Mm450 Hostel Boutique and 367 others
- Listens to MGMT, Spoon and Dead Man's Bones
- Lives in Los Angeles, California
- 1 mutual friend: Tiffany Chin

Friends Message



**Tiffany Chin**

Pepperdine University

- Likes Shutters on the Beach, Art Ltd Magazine and 93 others
- Listens to Cheryl Cole, Leftover Cuties and KORR-A
- Lives in Beverly Hills, California
- 1 mutual friend: Shannon McShane

Friends Message



**Adam Deflorian**

CEO/Managing Director at AZDS Interactive Group

- Likes Shutters on the Beach, By The Blue Sea and 61 others
- Studied at University of Denver
- Listens to U2, Cold Play and Jack Johnson

Search icon



**Armella Stepan**

University of North Texas

- Likes Shutters on the Beach, danaslatkin.com and 152 others
- Former General Manager and VP of Strategic Development ETC Hotels at...
- Lives in Marina del Rey, California
- 1 mutual friend: Natasha Hamon

Friends Message



**Kadi Tobin (Kate)**

Freelance Photographer at Kadi Tobin Photography

- Likes Shutters on the Beach, Zonathon at The University of Arizona and ...
- Studied at University of Arizona
- Listens to Chase Coy, Mike Posner and Eric Church
- 2 mutual friends: Natalia Fuchs and Audin Ellen

More Than 1,000 People

View Grid

REFINE THIS SEARCH

- Gender Add...
- Relationship Add...
- Employer Add...
- Current City Add...
- Hometown Add...
- School Add...
- Friendship Add...
- Likes Shutters on the B... Add

SEE MORE

EXTEND THIS SEARCH



- More pages they like
- Photos of these people
- These people's friends

SEE MORE

Discover Something New

Give Feedback



### Elissa Langmaid

Denver School Of Nursing

- Lives in Denver, Colorado · From Vail, Colorado
- Likes Shutters on the Beach, Voila Salon, Spa & Parfumerie and 484 others
- Single · Female
- Read The Yellow Emperor's Classic of Internal Medicine, Calvin and Hob...

Add Friend Message [Search]



### Michael Landau

Account Manager at SpotOn

- Lives in Denver, Colorado
- Likes Shutters on the Beach, Galvanize and 1,898 others
- Single · Male
- 66 followers

Add Friend Follow Message [Search]



### Sabine Barela

Englewood High School, Colorado

- Lives in Denver, Colorado
- Likes Shutters on the Beach, Skype and 1,638 others
- Likes Horseback Riding and Skiing
- 8 followers

Add Friend Follow Message [Search]



### Jennifer Jackson

Denver, Colorado

- Lives in Denver, Colorado · From Huntington, New York
- Likes Shutters on the Beach, TALBOTS and 228 others
- Listens to Genesis, Adele and Stevie Nicks
- Watches Amazing Race, Dwts and Chelsea Lately

Add Friend Message

Fewer Than 100 People

View Grid

#### REFINE THIS SEARCH

- Gender Add...
- Relationship Add...
- Employer Add...
- Current City Denver, Colorado
- Hometown Add...
- School Add...
- Friendship Add...
- Likes Shutters on the B... Add

SEE MORE

#### EXTEND THIS SEARCH



- More pages they like
- Photos of these people
- These people's friends

SEE MORE

Discover Something New

Give Feedback

Locations ⓘ

United States

**All United States**

Add a country, state/province, city or ZIP

Age ⓘ

45 ▼ - 65 ▼

Gender ⓘ

All Men **Women**

Languages ⓘ

Enter a language...

More Demographics ▼

Interests ⓘ

Additional Interests

**Gucci**

**Hermès**

**Lavin**

**Prada**

| Search interests | **Suggestions** | Browse

Behaviors ⓘ

Balenciaga +

Roberto Cavalli +

**Hugo Boss** ⊕

More Categories ⓘ

Yves Saint Laurent (brand) +

Christian Dior S.A. +

Bottega Veneta +

Bulgari +

Connections ⓘ

### Audience Definition



Your audience defined.

### Audience Details:

- Location - Living In:
  - United States
- Age:
  - 45 - 65
- Gender:
  - Female
- Interests:
  - Hermès, Gucci, Lavin or
- Placements:
  - on News Feed and right on desktop computers, News Feed and Third-party Ap

Potential Reach: 1,520,000 people

**41,699,807** people

**Description:** People who have expressed an interest in or like pages related to *Hugo Boss*

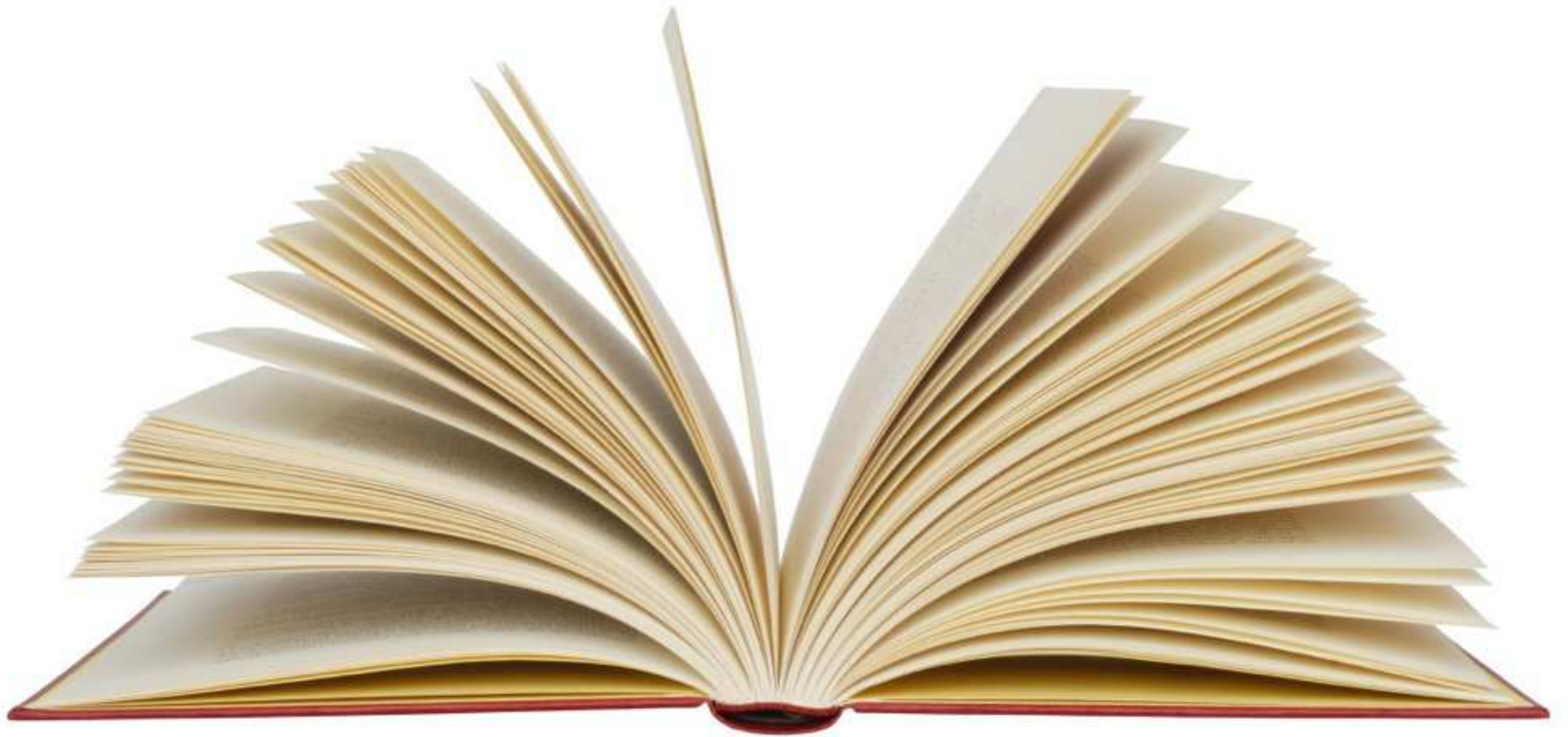
# Suggested interests and likes

Then remarket to those same individuals  
on a variety of ad networks  
(not just Facebook)



# Changing Paradigm

in Traditional and Digital



we propel luxury brands as digital innovators

Questions  
and thank you for listening.