

Your FASHION.

Our PRODUCTION.



Metropolitan Couture Media Group, NYC

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What's your MARKETING PLAN?

Our focus is on real-time, human-driven engagement directed at an audience that has already demonstrated an interest in some aspect of your brand.

Social Media (SM) democratizes and diversifies engagement. Even if you have limited funds or limited access to audiences, **SM** provides a window for everyone, regardless of resources, to reach a large group of engaged customers who can become invested in your brand. **SM** creates a unique intimacy between brand and customer that was at one time only achievable through huge marketing investments. “The two-way conversation that social [media] provides allows even moderately engaged customers to feel like they have a direct line of contact to your business” (Entrepreneur.com). This engagement is wasted unless brands learn what to do with this engagement. With a moderate investment of time and resources, even cash-strapped individuals and brands can capitalize on SM engagement.



Ambitious brands such as *Fashion Nova* have embraced this new marketing reality. They recognize that *people* sell much more effectively than *products*, as every marketer knows; the difference is in the details. As opposed to paying for celebrity endorsements that may cost upward of 35%-40% of a total marketing budget in order to reach new customers, Social Media Optimization (SMO)¹ allows these brands to create collaborations with dozens of “Social Media Celebrities” or micro-**influencers** at a fraction of the cost, and still engage with just as many people. It is also widely known that retaining customers is far less costly than obtaining new ones, and SMO offers a means to remain engaged with your fans without great expense. The key is to create consistent content, and to engage with the press; we know this endeavor can be time-consuming and costly.

How Metropolitan Couture Media Group can help your brand

Fans are fickle, and they need to be stimulated with creative content, not simply photos of garments on mannequins. Our focus continues to be on engaging with new, diverse audiences in NYC as well as online with our dedicated followers in places like D.C., Miami, and the Caribbean. Our method consists of production of new content (shoots, runway shows, and other fashion projects) and reposting/rebranding of older

¹ Social Media Optimization: using Social Media platforms in a similar manner that Search Engine Optimizers use information to target and direct web traffic.

content through a researched process of scheduled posting and follow-up engagement with fans. **MCMG** is composed of producers, stylists, and models who are dedicated to the success of their individual brands while also utilizing the MCMG platform in order to create content for themselves and others through partnership.

For additional Social Media statistics, please visit: www.mcmgnyc.com/smstats

Join our BRAND NETWORK

There are **no upfront costs**. I repeat, there are no upfront costs. No strings.

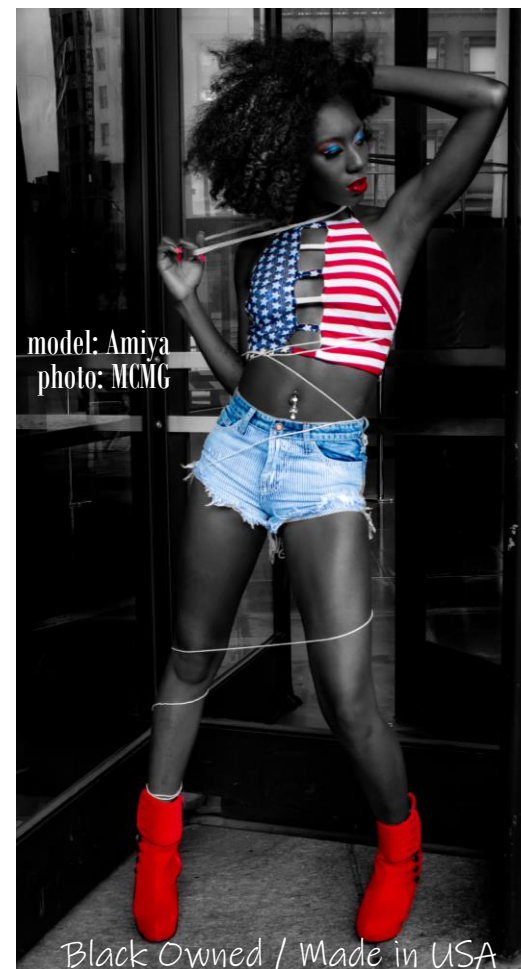
Joining our network is an easy first step toward creating consistent new content and generating sales for your brand. Our **professional writers** can help you to craft language for your website, or a statement for media coverage, **FREE of charge**. Our **team of wardrobe stylists** pull from the brands in our network for **FREE** “advertorial” shoots (an editorial designed as an advertisement) and for social media content shoots, as well as for sale garments for our Personal Shopping clients (inquire for details). We provide you with a pull letter for shoots, and we arrange for pick up and return of the items. And for our Personal Shopping clients, you would provide our stylists with a discount to purchase—and a hashtag so your new customers can shout you out online when they wear their awesome items!

To join, all you have to do is fit the following criteria:

- Housed in the greater NYC area (or willing to ship items to us)
- Have items in multiple sizes, when applicable (or be willing to alter garments for client)
- Willing to send us promotional items *when available* to create low-stakes social media content (model produced content, selfies, etc)

For additional info or to join the MCMG Network, please contact us today!

Email: mcmgnyc@gmail.com or send a text to 646-732-2108



Publicity Development Packages

We understand the impact of marketing, and the huge portion of your budget that marketing can consume. Our services are designed to **keep costs down** while still creating **strong, marketable content**. If you have specific requests, we will try to accommodate so don't hesitate to ask! The FULL DEVELOPMENT PACKAGE offers a significant discount and locks in a long-term plan for content creation. Or, you can choose to select any of the services separately. Combining services will decrease the overall cost, and most of the packages are negotiable.

Full Development Package

\$1500

The **Full development package** is a 6-month publicity plan that includes:

- **Campaign models** assigned as Brand Ambassadors for the duration of the package
- Access to professional **Wardrobe Stylist** and **Copywriter** on retainer for consultation
- Consistent **social media** posting, utilizing campaign models and a content creation plan
- **2 dynamic photo shoots**, in-studio or on location, slated for publication. The number of pieces/models is negotiable and will depend on the assembled team
- **2 promotional events** to take place in NYC's provocative nightlife scene. You can choose which type of events will work best for your collection (**see list below: Quick Promo Event**).
- **Model Try-On Haul video** (Haul 2 – see details below):
- **1 fully produced fashion show** to take place during NYFW either in Sept or Feb, or at a time of your choosing.
- **Design and printing** of a free-standing banner that features your brand, non-permanent stickers, and other promotional materials.



**Fashion
Nights
2018**

For your convenience, the **Full Development Package** can be paid in installments. And if you are dissatisfied with the product for any reason, we will commit a reasonable amount of resource to reproduce the content until your frown turns to a smile!

Dynamic Photo Shoot

\$400

Several looks (4-12), 2-3 selected models, a professional photographer, hair stylist and make-up artist—in studio or on location. You attend the shoot and style your selected pieces, or you meet in advance with one of our in-house Stylists. If you have signature models or other staff that you would prefer to work with, just let us know and we will build the rest of the team around the folks you already have on deck. Please be advised that using your own people will void any opportunity to reshoot if you are dissatisfied with the results. **Recent publications include:** Lyun Magazine, Mob Journal, Hugo Magazine, Moutoilla Magazine, En Vie Magazine, Evon Magazine, Vertiqle Magazine, et al.

Brand Ambassadorship

\$Varies

The new retail economy demands every brand to employ attractive representatives to post images on popular Social Media platforms. Brand Ambassadors (BA) are most effective when they have an **active followership**, regardless of size. Our models are skilled in the areas of content production, and have access to the MCMG network of photographers, make-up artists, and creative directors. Our programs are a 1-year commitment, with an evaluation period at 6 months. And we have a program to fit your budget:

- **BEST VALUE:** Paid BA w/ some clothing gifted to the model (Model-produced & MCMG editorial photo/video shoot)
- **FOR CUSTOM/BESPOKE:** Paid BA w/ clothing returned to the brand (Model-produced photo shoot & unboxing/unveiling video)
- **FREE/NO COST BA:** clothing gifted to the model (Model produced photo shoot)

Quick Promo Event

\$100

These events are designed as 2-hour quick hitters, to drive traffic to a specific sale at your boutique or website, or just to get the word out to a new audience about a new product release. **You dress one models**, and she will interact with a diverse crowd of potential new customers (approx. 200 patron engagement) with your business cards, discount cards, or fliers (we can design and print if required). This model is a Promotional Spokesperson, trained by you (remotely or in person) to advertise your product to the onlookers and to answer questions. The entire event is recorded, and you receive an edited promo video (>59sec) to post on SM. These events can be any combination of the following: **trunk show, pop-up shop, promo giveaway party, cocktail party, promo photo shoot, networking event.**

Model Try-on Haul

\$Varies (by length of video)

You send the collection to us or arrange a pick up (NYC area only). You can send the pieces with style sheets, or we can have one of our in-house stylists put the looks together. We then create an authentic try-on haul home video feel. Studio photos are taken and are incorporated into the scripted, professionally edited video(s) – we can produce 1min square format videos for Instagram, and longer vids for IGTV/YouTube. **The combined effort on all of our media platforms will yield an audience of approximately 30 thousand dedicated and diverse fans** at a fraction of the price it would cost to sponsor one social media influencer with a comparable number of followers.

HAUL 1 keeps the price lower, but allows the model to keep 1-2 looks (depending on price); the rest are returned to you.

HAUL 2 is a bit more expensive, but all of the pieces in the collection are laundered and returned to you.