



HAUTE HAUS AGENCY

ABOUT US

Haute Haus is a strategic communications agency specializing in brand building through our three departments: advertising, digital media and publicity. Every team member we hire has an extensive background in press, giving 'HHA' a unique perspective on the industry. We provide our clients with custom brand strategies in accordance with their own vision, then craft the best version of their 'story' to tell. A full-service agency, we serve clients throughout numerous Industries, but our approach remains the same:

PROMOTE BRAND VISIBILITY AND ENSURE LONG-TERM SUSTAINABLE SUCCESS.

Since 2013, our team has worked with large and small brands alike, including but not limited to, Jamba Juice, Ferrari, Advocates for Youth, GI Film Festival, Dreams for Kids, Harvard Business School Club, Washington Nationals' Gio Gonzales, Rapper B.o.B., Chef Jose Andres, Gary Sinise Foundation, Wayna, Saks Fifth Avenue, Comedian Ricky Rickonia, NBC Universal, Music Unites, U.S. Rep Michael Michaud and many more!



WHAT WE OFFER

ADVERTISING

All of our advertising initiatives have measurable goals, ensuring you see a clear return on investment. HHA offers competitive analysis and comprehensive, demographic-focused strategies. Tell us who you want to reach, and let us bring customers—or followers—to you.

We brand each campaign from beginning-to-end to align with our client's mission. From custom photography, to graphic design, and ad buys - our team can manage the process keeping your team abreast of every change and dollar that is spent.

Our philosophy is grounded in branding. We believe a strong foundation sustains the relationships necessary for our clients to withstand the test of time. We first align with and then separate you from the competition.

Successful brands are built on three essential elements:

Consistency
Community
Content



PUBLICITY

Public Relations

Traditional PR initiatives are necessary to strategically drive press coverage and stay active within your community; but it's the out-of-the-box elements that have the most impact - which is where we come in! We develop and distribute press materials, including but not limited to, media kits, press releases, and additional promotional items. For our higher profile clients, we monitor the internet for any articles that may both positively or negatively affect your reputation, and then address the situation accordingly.

Note: Our team continuously updates our press lists, which include thousands of local and national media outlets, influencers, and notable journalists. If we identify a niche market that could significantly impact your brand, we will develop a tailored list accordingly.

Media Management

Media management is our forte! We specialize in building and maintaining positive relationships with media outlets and journalists to strategically propose stories, arrange interviews, and secure media coverage that aligns with your brand's goals. Our rapport with this industry ensures that your pitch reaches its intended audience effectively. Whether it's an event such as a product launch or junket, or assigning you/your team a retained on-call publicist, we can provide the support you deserve.

Brand Consultation

Our process includes a thorough brand audit, followed by industry research and updates to all public-facing channels—such as your website, social media, advertising, and, if necessary, media training for C-level staff. Throughout the duration of your contract, your account manager will keep you/your team informed of any and all developments.

SOCIAL MEDIA

The future of public relations lies in impactful digital content creation, including well-rounded social campaigns, engagement with influencers, and organizing a strong brand narrative. We work with clients to identify and execute all creative elements including but not limited to, photography/videography, professional writing, graphic design, creative partnerships and interactive initiatives.

Account Management

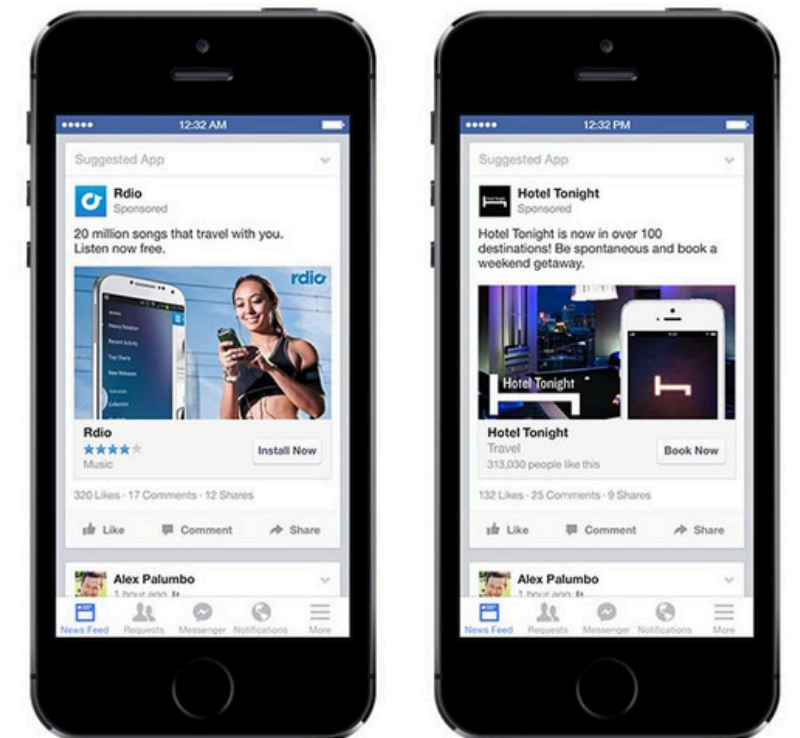
On average, each person with a smart phone spends a total of two hours on social media per day. This means, this is the best way to reach most of your audience, making impactful content that much more important. Our team is capable of not only content creation (static images or videos), but scheduling, analytics, and social listening. **Influencer partnerships can be added to any contract.*

Social Ads

We fully believe social media is your brand platform, so it should defy convention and stand out from the rest. Through geo-targeting we are able to hone in on the market, city, industry, and/or interest group(s) that you want to reach—yes, even your competition's following.

Analytics

We won't bore you with details, we will simply let the analytics speak for themselves. From split-testing to campaign management and optimization, we refine your campaigns based on who is listening. The data may surprise you.



DIGITAL DEVELOPMENT

Website Design

Every responsive website developed by our team is not only consistent with your brand (a crucial aspect of brand recognition) but is also exciting to look at, easy to interact with, and effective at turning visitors into customers. Websites can be broadly classified into three main types: static, dynamic, and e-commerce. Each type has its own characteristics, advantages, and use cases. Based on your needs we can either update what you already have or start from scratch - each with a mobile responsive design.

Digital Advertising

Allow us to seamlessly integrate ads into your marketing plan. Why? The best campaigns are those that have a clear return on investment (ROI). Whether from a ranking on Google or social media, you should know who is following your brand. Through carefully tracked conversions you can better allocate your marketing budget. No more guessing if your ad spends are reaching their intended audiences.

Email Marketing

Nope, social media isn't the only platform for brand awareness. Possessing a customer or prospect's email address means one thing: they showed a level of interest in your business. Email marketing gives you the ability to stay top of mind. Keep your customers abreast of your latest news - from special announcements to latest offerings. Our team will make sure your design is fully integrated with your social channels, website, and any additional applications or plug-ins.



SPECIAL EVENTS

From concept to guest list and final execution, Haute Haus Agency offers a full range of event planning services, including product launches, openings, premieres, on-site media management, and talent escorting.

As previously stated, success is determined by the strength of a brand and the quality of its relationships. At HHA, we ensure the public narrative of your brand is carefully controlled. By hosting press, influencers, and your community at an event, we promote your company through organic means. Experiences have the most impact!

For example, grand openings are often most successful when preceded by a media preview to (1) create a buzz in advance, (2) expand your reach via the social media accounts of guests who are willing to promote the event, and (3) build quality relationships with the media covering your brand.

Our team will plan and manage all on-site logistics, including vendors, production, press, and final execution.

Clients Pictured: USO Gala, 2012; Chef Jose Andres, Dine N' Dash 2018; Actress Michell Monaghan for Ft Bliss premiere at GI Film Festival, Advocates for Youth 1-in-3 Premiere / Media Preview



BETTER TO BE

REMEMBERED

RATHER THAN NOTICED



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