

# Digital Marketing Package

Mobile app



**MONARCH**  
UNIVERSAL PRODUCTIONS





# MONARCH: An established pedigree

Notable BRAND PLACEMENTS we have worked with before



Award-winning filmmakers and content creators with industry recognition



- Major Awards
- 1 Academy award WINNER
  - 8 Academy award Nominations
  - 1 Golden Globe Winner
  - 3 Golden Globe Nominations
  - 3 BAFTA WinnerS
  - 3 BAFTA Nominations
  - 3 EMMY award Winners
  - multiple EMMY award nominations

Notable facts about the app

40k

Downloads of the app to date

25 Countries

Localised for multiple countries and languages

TV Promotion

the app will have additional marketing scheduled through our upcoming TV shows

Festival and documentary awards

2023 oscar-qualifying Documentary film  
20+ Domestic & international festivalS

Advertising Awards  
ADDY Award winners

# Producers bringing the vision to life

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## Victoria Brinkley

Creator/Producer

From her early days in advertising and business development at Time Warner, Victoria understands the transformative power of storytelling. Her mission is to collaborate with professional investors, film groups and producers to secure funding for projects that resonate with audiences and support positive, value-based messaging.



## Martin Pelham

SVP of Marketing

Martin comes to us with over two decades of experience building and running Marketing departments and has worked with all the big names in Hollywood. Most recently Disney and Warner Bros. With a background in operations, he bridges the gap between creative and technical to support our value-based content.



## Mark Shapiro

DIRECTOR OF BRAND & MARKETING STRATEGY

Co-director and producer of the Oscar-qualifying, award-winning feature documentary DOWNWIND (2023), Mark previously headed Brand Management for the animation studio LAIKA overseeing marketing endeavors for five Oscar-nominated features. Before LAIKA, he managed branding and marketing for Nike.



# The team supporting the vision

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**PHIL FISHER**

VICE PRESIDENT

Phil is a 40-year veteran of the entertainment industry who has produced network specials for HBO, BET, Showtime, MTV, ABC, CBS, FOX, NBC and Telemundo. He's launched and implemented international music festivals and consulted governments and companies on the business of entertainment and event management.



**BRIAN GOLDBERG**

CTO

Brian is a seasoned software leader, architect, designer and developer with several decades of experience in both software and database design and development. He has led development teams in the medical software, eCommerce and automotive vertical.



**Rory A. Oldham**

Chief Commercial Officer

Rory is a successful advertising executive that understands the ever-changing landscape in the world of branding & product placement integration. He has built partnerships for brand & product placement campaigns with major brands such as Volvo, American Express, United Airlines, Nissan, Pepsi Co., Verizon, Red Bull and Mars Inc.

# FILMMAKERS

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## Mark Shapiro

Director/Producer

Featuring Michael Douglas, Martin Sheen, Patrick Wayne and produced by Matthew Modine, the critically acclaimed documentary feature DOWNWIND (2023) was co-directed by Mark Shapiro and Douglas Brian Miller. The film has gone on to win several awards and qualified for Academy Award consideration.



## Doug Miller

DIRECTORY /DIRECTOR OF PHOTOGRAPHY

Douglas's Director of Photography credits include: DOWNWIND and Why Did You Kill Me (Netflix). Miller was Camera Operator for The Wendy Williams Show and The Montel Williams Show. Miller has worked with top brands including Apple, Starbucks, and Charles Schwab. For a list of credits:  
<http://douglasbrianmiller.com/>



## Harlo Bernstein

Host

A Hollywood-conditioned entertainer and artist, Harlo has industry experience in live performance , writing and dancing. At a young age, she developed a true love for makeup artistry and has worked with esteemed brands including Clinique, the Lauder Company and Chanel.

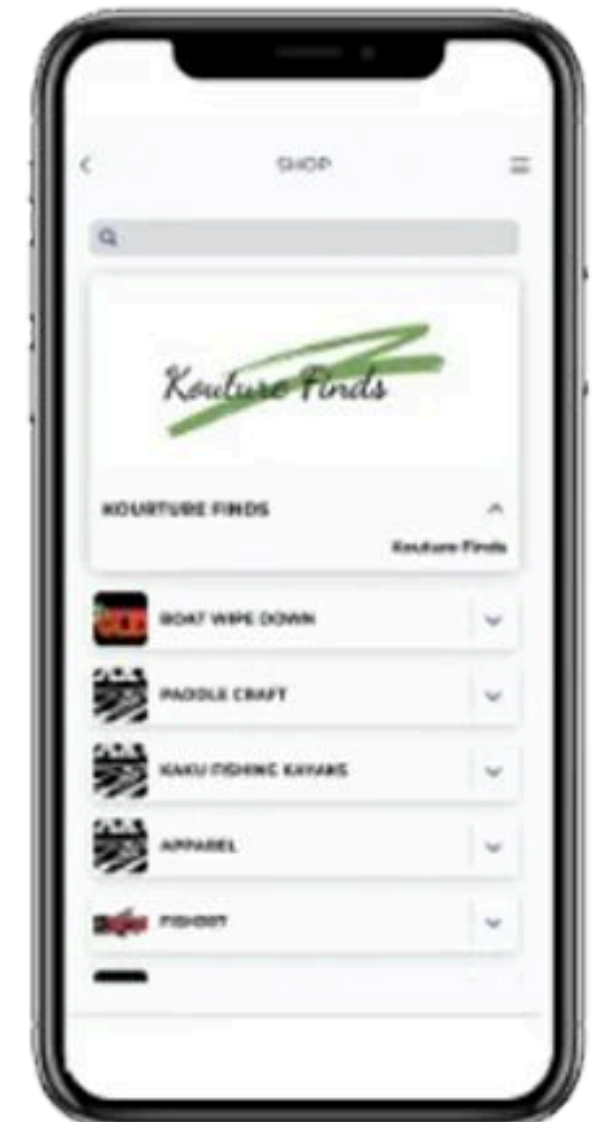
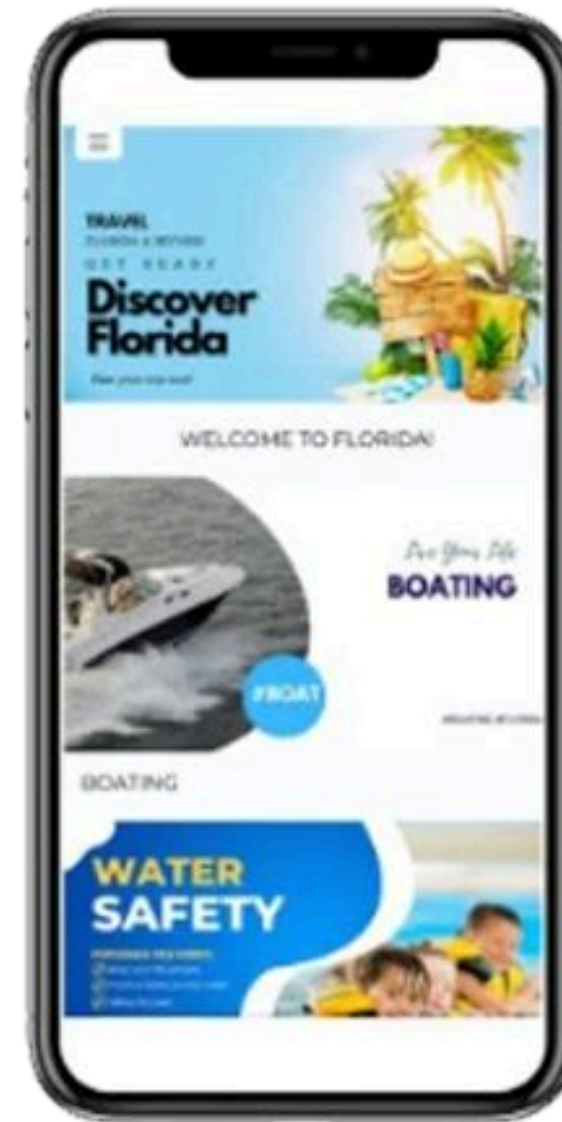
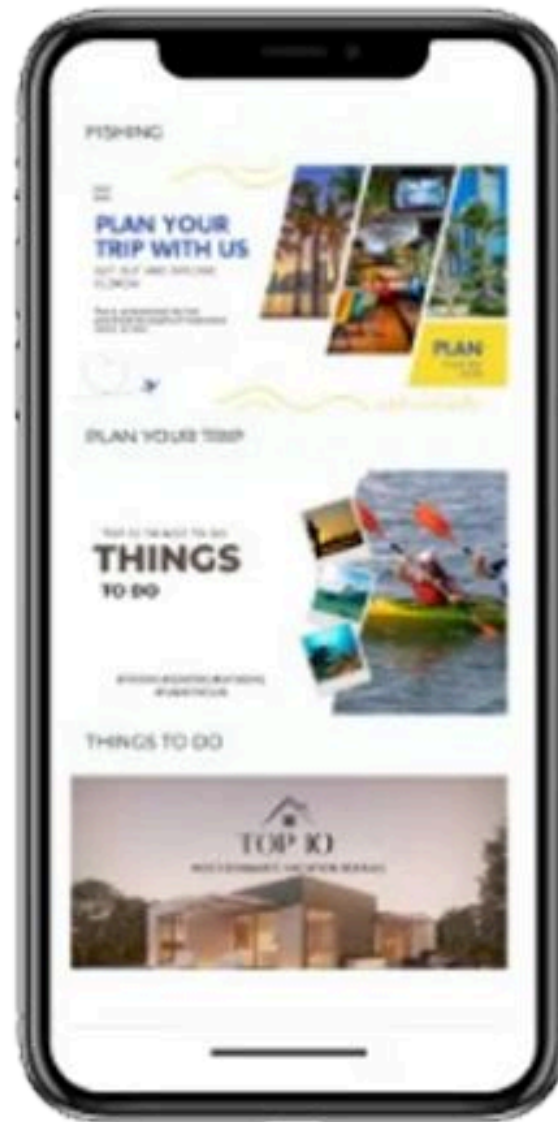


# Travel Florida & Beyond App

A valuable, trusted resource, the Travel Florida & Beyond mobile app curates the perfect trip to enticing and exotic Florida destinations -- and beyond.

Dine, relax, see and be seen in the most iconic spots around the Sunshine State.

Our media partners are seamlessly integrated on the app with premium placement and exposure. Meaning you will be seen too!



# Production Details



## Places to stay

the app IS designed to be a resource that features some of Florida's most beautiful vacation rentals AND hotels HELPING UNCOVER HIDDEN GEMS NEAR BEACHES and BEYOND.



## Places to dine

FROM LUXURY DINING TO HIGHWAY CRAB SHACKS, The app LOCATES THE PERFECT DINING EXPERIENCE. RESTAURANTS will also be featured on the TV show INTEGRATED INTO THE STORYLINE.



## Curate the experience

FIND YOUR OWN WAY, FROM A-Z FROM A LIST OF TRUSTED ESTABLISHMENTS THAT ALLOW YOU TO NAVIGATE YOUR PERSONAL JOURNEY THRU THE SUNSHINE STATE. WITH CONFIDENCE.



## Resources

The app offers the flexibility to promote and highlight brands in numerous ways, guiding the user journey towards specific brands if desired

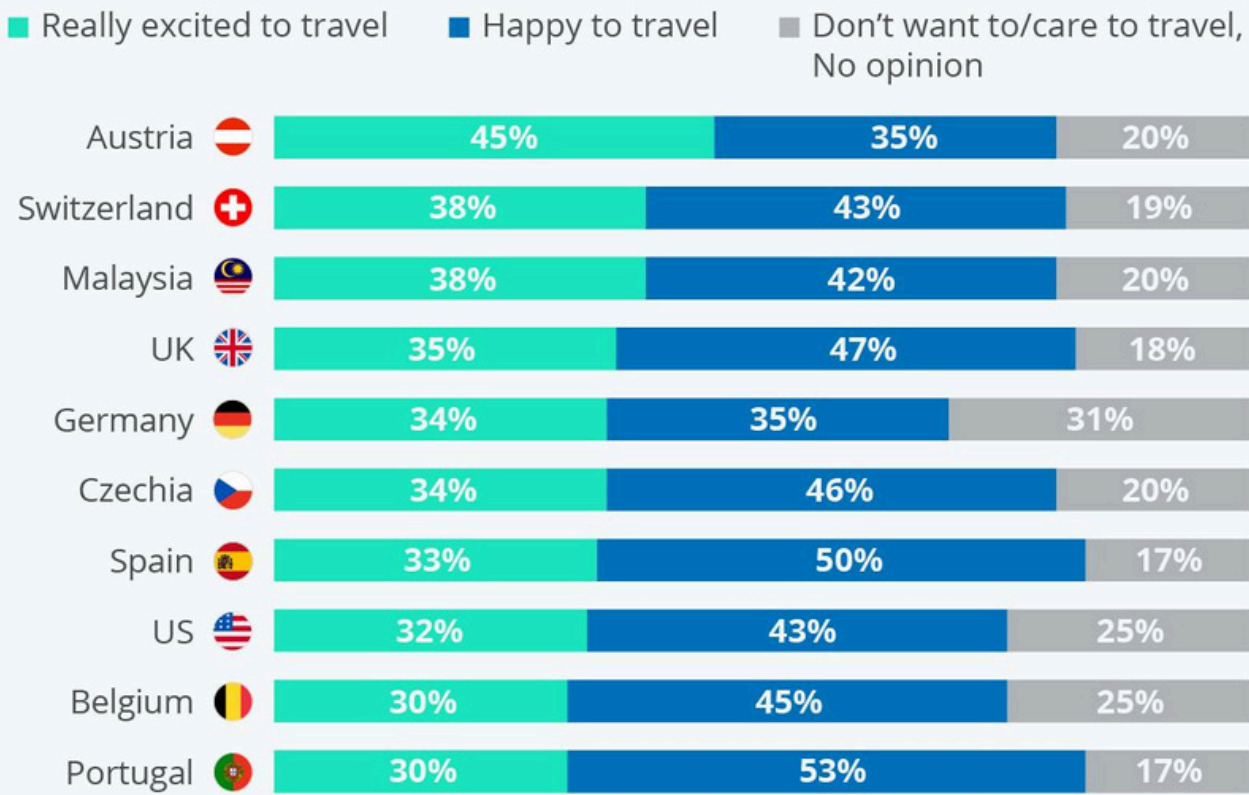
# Market Research



# Tourism & Leisure Reporting

## TRAVEL ENTHUSIASM IS HIGH IN 2023

Responses to the question ‘how would you describe your enthusiasm and desire to travel this year’

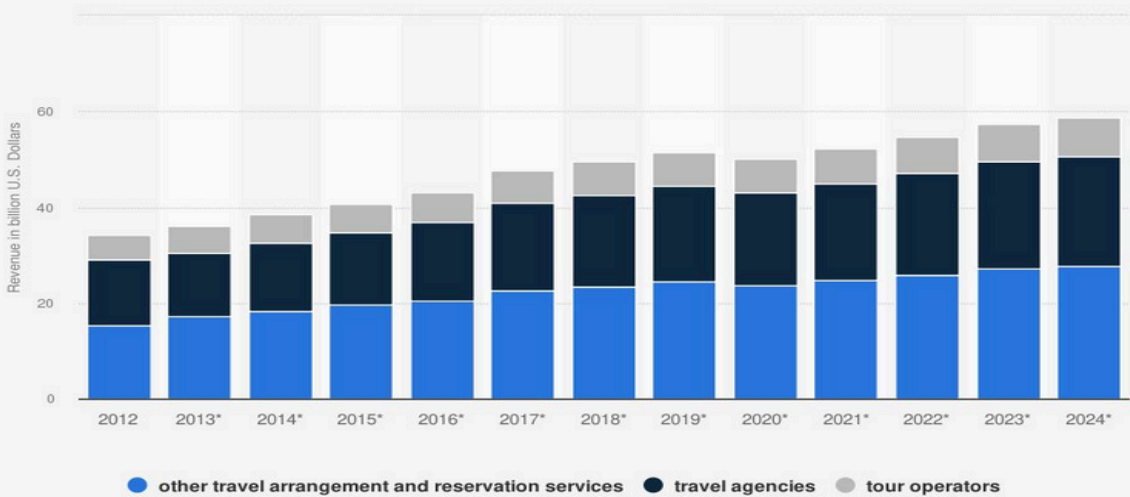


Note: Online survey of 1,000 respondents from each country between March 20 and April 7, 2023

Source: IPSOS Holiday Barometer



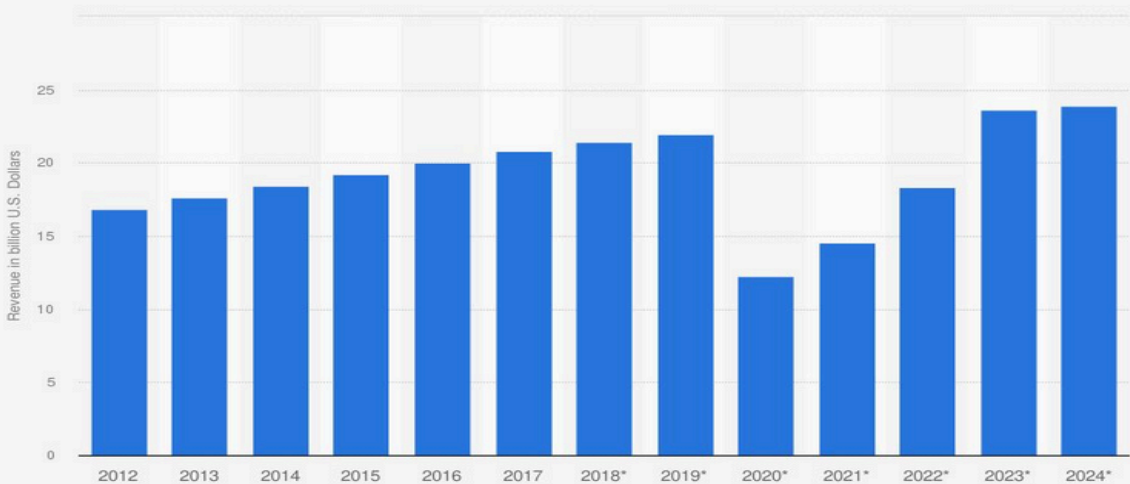
Industry revenue of “travel arrangement and reservation services” in the U.S. from 2012 to 2024 (in billion U.S. Dollars)



Sources  
Statista; US Census Bureau  
© Statista 2024

Additional Information:  
2012-2017

Industry revenue of “hotels (except casino hotels) and motels” in Florida from 2012 to 2024 (in billion U.S. Dollars)



Sources  
Statista; US Census Bureau  
© Statista 2024

Additional Information:  
2012-2017

\$60B

Projected spend on travel arrangements in the US in 2024

\$25B

Amount projected to be spent on hotels alone in Florida

75% positivity

Worldwide sentiment towards travel post pandemic



Investment opportunities



# App Format

## Boost your audience & message

Our mobile app has been downloaded in 25 different languages and countries and is a free download.

we can program your business directly on our mobile applicatio with a ""premium placement and hyperlink directly to your websit.

- Send out push notifications
- Advertise your promotion and sales
- Reach a global audience

Designed to offer maximum engagement opportunities

The mobile app adopts a resource and trip planning format where you can easily find information that is not readily available elsewhere. Google searches often take you directly to booking sites and can be oversaturated with information.

The app gets your messaging across by pairing it with:

- Exploration
- Relaxing and unwinding
- Discovering new places to eat, stay and play
- Curating the perfect trip
- Preparing for adventures
- Cherishing memories

# Bringing brands to life

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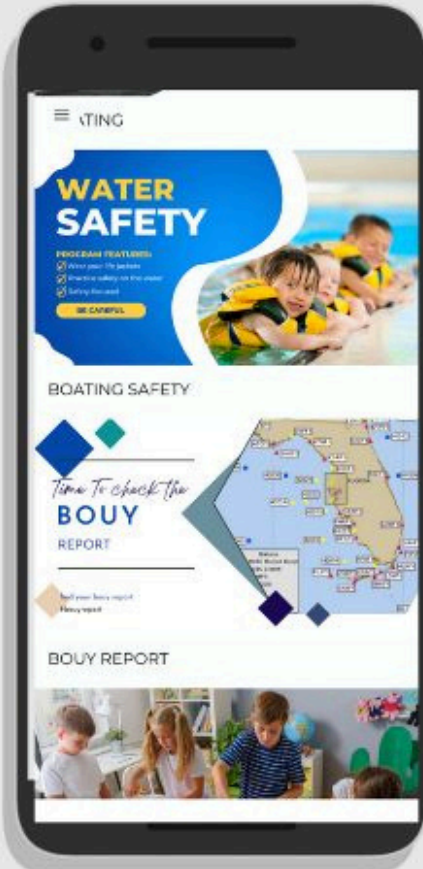
# How to partner with us

## How we get your company on the app

We have created a wonderful business model with the app. We can add your business on the app with premium listing that also include a hyperlink to your website. In addition, we can reach our end users with push notifications that are great for promotions and sales.



## Spread Your Message to the World!



Get 10% discount in all merchant only with Message App

# Pricing plans

We are excited to introduce our exclusive marketing and advertising packages designed to enhance the visibility and engagement of your business within the entertainment industry. Each package offers a collection of benefits to maximize brand exposure and audience interaction.

## Silver placement

- Category-specific placement
- Geofencing, website hyperlinking
- In-kind value of \$12,000
- Access to artwork and graphic design

*\* Additional banner ads available for an additional \$500*

**\$4,500**

## Gold placement

*\*everything in SILVER placement level and:*

- Push notifications
- Main page banner ads
- In-kind value of \$15,000

**\$7,000**

## Diamond placement

*\*everything in GOLD placement level and:*

- Headline category placement
- 24 hour main page takeovers (different category each day)
- Opportunity for annual rotating placement based on exclusivity

**\$10,000**





A serene sunset scene over a vast ocean. The sky is a mix of soft pinks, oranges, and light blues, with wispy clouds catching the low light. In the foreground, the water is dark and textured with small waves. Numerous birds, likely seabirds, are seen in flight across the water's surface, their dark silhouettes contrasting against the lighter background. The overall mood is peaceful and expansive.

# Thank you!

WE LOOK FORWARD TO  
EXCEEDING YOUR EXPECTATIONS!