

Myli

MEET.YOUR.LIFESTYLE

#INFLUENCER

Hell Everyone, we are MYLI
Production

The presentation describes the company "Myli Prod." and the project "Meet your lifestyle (influencer)"
We produce the 1st web show, entirely dedicated to influencers.

As a launching campaign, we invited 5 French, Caribbean and American bloggers in Miami, FL to live and share/advertise their **unique experience** with the public.

Affiliates will be introduced in the show and the production will be running an **on-going promoting campaign** through our bloggers.

What do we expect ?



We expect from this presentation to partner with **Air France**, for at least the first two seasons of the show.

MYLI mainly targets travelers between France, the Caribbean and Florida and believe it is also in the interest of an airline company to target this growing market.

MYLI Web Show

Meet Your Lifestyle *influencer*

1st Season: Miami June 1st – 11th

Our goal is to promote the Caribbean and French tourism in the US and more specifically Florida.

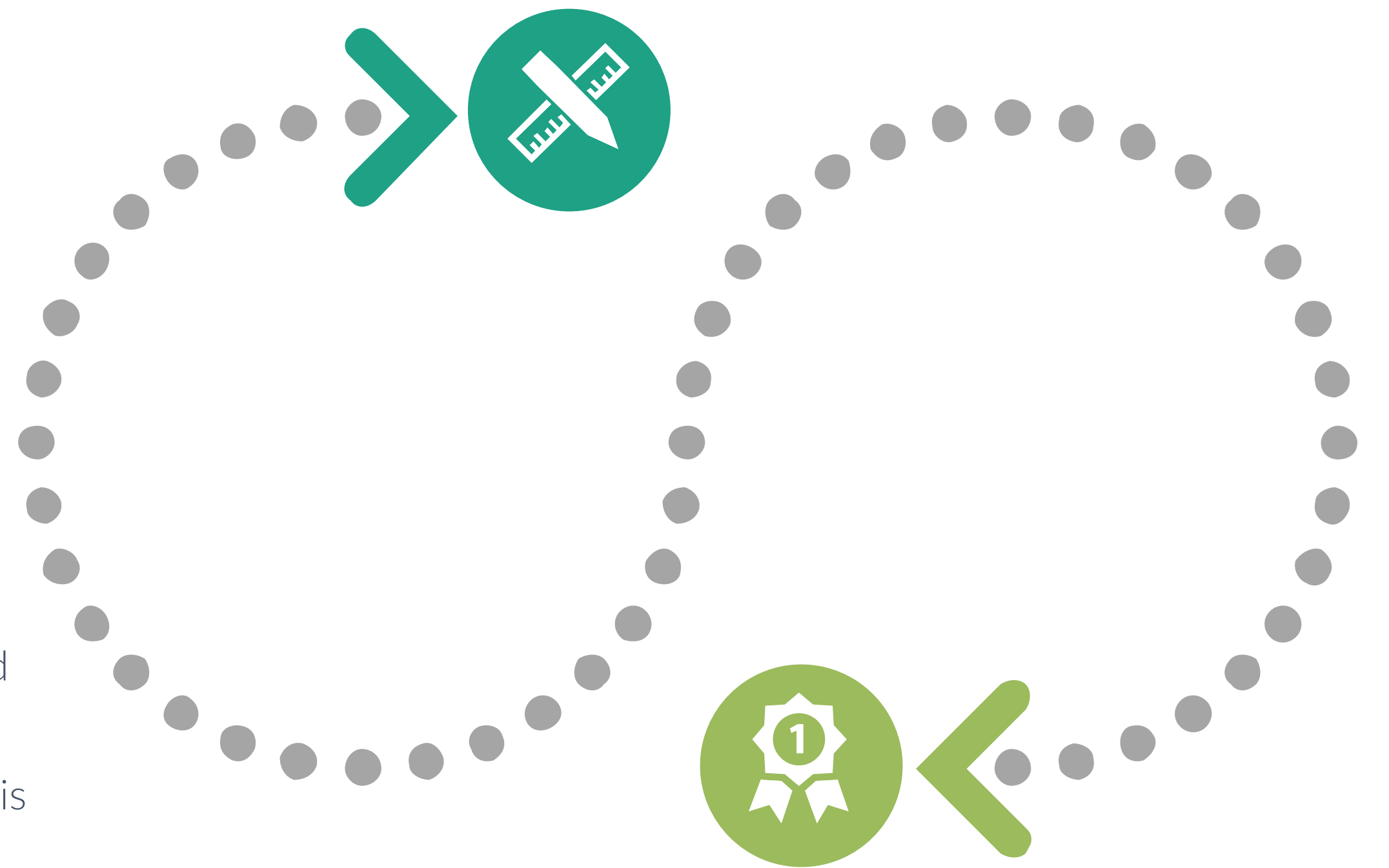
Our bloggers will be visiting Key West, Miami-Dade Area and Orlando, while doing fun activities and exploring the “Places-to-go”.

2nd Season: Martinique and Guadeloupe - August

For the second season, we will be promoting the Caribbean islands for American and European tourists.

Overs 850.000 tourists (in Martinique Only) were identified in 2017 and this figure is growing since 2015.

The island has now more infrastructures and [services to welcome international tourists, starting with airlines.](#)



Business Model

Make an Influence in



Structure

MYLI produces media content for affiliate brands and partners.

The agency works with American and French companies



Strategy

Driving a promoting campaign through our bloggers.

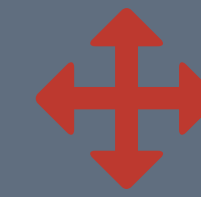
Develop an innovative platform where consumers can share a personalized experience.



Advertising

Advertising campaigns are run through social medias.

Ads published on candidates profile, ambassadors and company's platforms



Management

Our team is defined with a coordinator, a video crew, a photograph and a promoter

The Managing Director supervises the agenda and controls the budget



Target

Our candidates are selected in accordance to our affiliates' brand image and values.

Their audience being identifiable (20-40k followers) makes it easier to define a targeting strategy

Bloggers' Selection

Must have an experience in modeling, blogging, beauty contest. The main reason is that we require they have the basics to position, communicate and entertain their public. We also focus on quality profiles, with an organic audience and a 20-40k followers account to track and identify the main target(s).

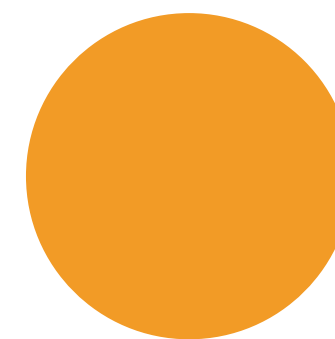


Observation

Internet has made it easy for the consumer to compare, experience and buy products or services online, thus companies must adapt and follow the trend, as the market constantly evolves. It becomes more and more difficult for newer and older brands to compete against the big players while trying to stand out of the others.

- Your audience isn't growing
- Investing in digital marketing hasn't been in your plans so far
- Most, if not all, of your engagement is from paid content
- You're not driving enough sales during key selling periods
- Your redemption rates on digital offers aren't what they used to be
- You're struggling to build brand awareness and provide the education your shoppers desire

Driving a custom-made online marketing campaign, into an innovative tool could actually help these brands to increase their audience, get closer to their customers and develop a new sales channel.



Five Goals List

Make an **Influence** in
innovation



-  **BRAND RECOGNITION**
Increase their audience and visibility
Share a personalized experience with their customers
-  **INCREASE SALES**
Develop another sales' channel
Find new partners and distribution opportunities
-  **TARGETING**
Define the main targets, understand them and create a strategy
-  **FEED THE RELATIONSHIP**
Customer -- Blogger/Influencer -- Brand
-  **A GUARANTEED INVESTMENT**
Sales and audience reports are produced monthly measuring the website and social medias activities

What's in it for our partners?

WHY

Since the booming of Snapchat and Instagram, a new way of communicating and promoting has become popular with e-bloggers/e-influencers.

We give our partners the opportunity to connect and share a unique experience with their customers.

? Our service is a custom made marketing platform, involving bloggers and companies/brands, offering advertising campaigns to develop their audience.

MYLI Prod. have come up with the project of producing a Web "reality show", by way of a marketing campaign for associate sponsors. The innovative touch MYLI brings to the platform, is the way it combines different bloggers profiles, to reach a higher audience, into a interactive tool allowing the public to stay tuned 24/7 and also, by referring, assisting and purchasing, quickly and easily.



Brand Recognition

Give your brand image by driving a personalized promoting campaign. Use the digital marketing tools to be as visible - if not more - than your competitors



Target

MYLI focuses on quality, not quantity. We build something 100 people love, not something 1 million people kind of like. By doing so, we assure a higher conversion rate.



Experience

Give the opportunity to your customers to share a natural experience with your brand and products through a person who isn't related to your company.



Sale

Besides the sales resulting from the campaign, benefit from an additional sales channel and develop your network.

Social Media

Audience forecast – 1st Season



25k

Facebook
subscribers

Our account on Facebook is mostly a sales platform. Even though the episodes will be published on Facebook, the main platform to be considered is our YouTube channel



80k followers

Instagram

The amount of followers should reach 70% of the total audience, combining our bloggers accounts



450k views

YouTube

We believe we can improve on the number of subscribers even after the show, as we will continue to promote our YouTube channel

Ways To Save Money

Invest in the **micro-influence** marketing

- ✓ **Economy of scale**
Our partners decide to invest in a campaign with 5 bloggers, not 5 different campaigns with ONE blogger's profile.
- ✓ **Custom made commercial(s) - Optional**
We also offer the opportunity for our partners to create a commercial for their own brand, copyrights included
- ✓ **Sponsoring Plans**
Our plans are accessible from a typical start-up to an established business, with different range of prices.
- ✓ **Be Smart**
Invest wisely and ensure to reach your targets



Small people, loud voices

Why **micro-influence** marketing is so important?



Working with micro-influencers tends to be less expensive than working with a macro-influencer, you're able to work with more than one person for a lot less money.



Both [HelloSociety](#) and [Markerly](#) have found these influencers to have better engagement than influencers with massive followings.



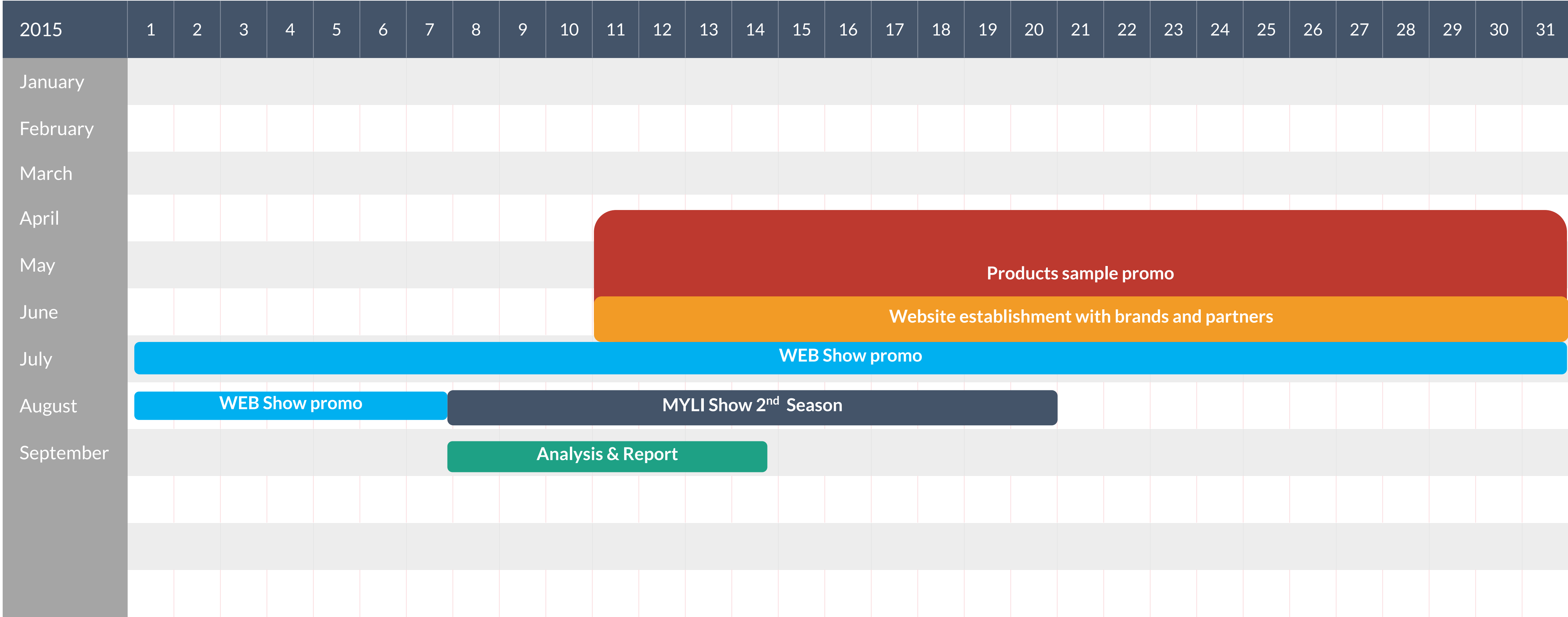
Promoting your brand is being able to tell a relatable and credible story that will resonate with the audience



A one-off campaign may be sufficient to promote an upcoming product launch or to drive more sales. But when the goal is to promote your brand, you're going to need micro-influencers for a long-term campaign

Project Schedule

Caribbean – 2nd Season August 8th – 20th





Our Team

Your great subtitle in this line



Our Candidates

Your great subtitle *in this line*



Morgane Thérésine



Model



@morganetheresineoff

Audience: 23k followers

Main Target: 18-24 years old

Target locations: Paris,
Guadeloupe

About Morgane

Miss Guadeloupe 2016
3rd Runner-up Miss France 2017

Morgane is mostly active on Instagram and counts 23k followers.

She developed modeling skills while she was competing for Miss France 2017. Now she is established in Paris, studying part time and she also does photo shots for brands and adverts.

Morgane is one of our great talent. Being an ex-Miss, she benefits from all the public support in Guadeloupe and Martinique

Skills

Modeling



Make-Up



Travel



Fitness



Our Candidates

Your great subtitle in this line



Azuima Issa

Model



@azuima_issaoff

Audience: 36k followers

Main Target: 18-24 years old

Target locations: Reunion,
Paris

About Azuima

Miss Reunion 2015
4th Runner-up Miss France 2016

Just as Morgane, Azuima has an amazing experience in modeling, competing for Miss France 2016.

She is currently living in her home island finishing her studies.

In the meantime, Azuima works with Resorts and Airline companies, promoting her island, Mauritius and Madagascar.

Azuima is an excellent fit for this project and is our specialized travel blogger.

Skills

Lifestyle



Tourism



Travel



Modeling



Our Candidates

Make an Influence in innovation



Axelle

Chevon
Blogger



@ax_elle

Audience: 25k followers

Main Target: 25-34 years old

Target locations: Paris,
Martinique

About Axelle

Axelle is the illustration of the modern blogger/influencer.

She is very active on social medias, if not the most of our candidates.

She manages a Snapchat and Instagram accounts, monitored daily with new posts.

Axelle didn't benefit from a « Miss » experience, however, she learned how to build a community and create relevant content on her blog.

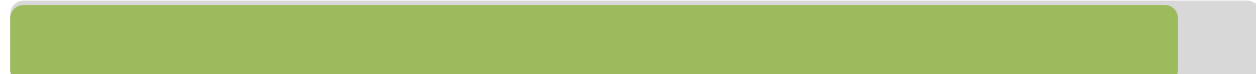
She's mostly focused on « Lifestyle » and Fitness. Axelle is sponsored by several brands already.

Skills

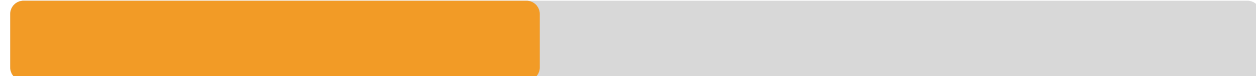
Lifestyle



Make-Up



Travel



Fitness



Our Candidates

Make an **Influence** in innovation



About Them

We are currently recruiting **two** American/Caucasian female bloggers, established in the US.

Based on the same specifics, we want our candidates with a solid experience in modeling/blogging. Their audience must also be organic.

We've made contact with a blogger in Miami, New York and Los Angeles. The decision will be made with the following weeks.

Skills

Lifestyle



Health Care and Beauty Care



Travel



Fitness



@Audience: 25- 45k followers

Main Target: 18-34 years old

Target locations:

Miami, FL

New York, NY

Los Angeles, CA

Meet Our Great Team

Your great subtitle *in this line*



Cedric LANCERY

CEO & Founder

MBA Degree
Entrepreneurship



Naomie Girier

Coordinator
California Institute of Arts



@naomiecylinderella



Lory Coat

Photograph
<http://lorycoat.com/>



@lorycoat



Abroad Studios

Filming Crew

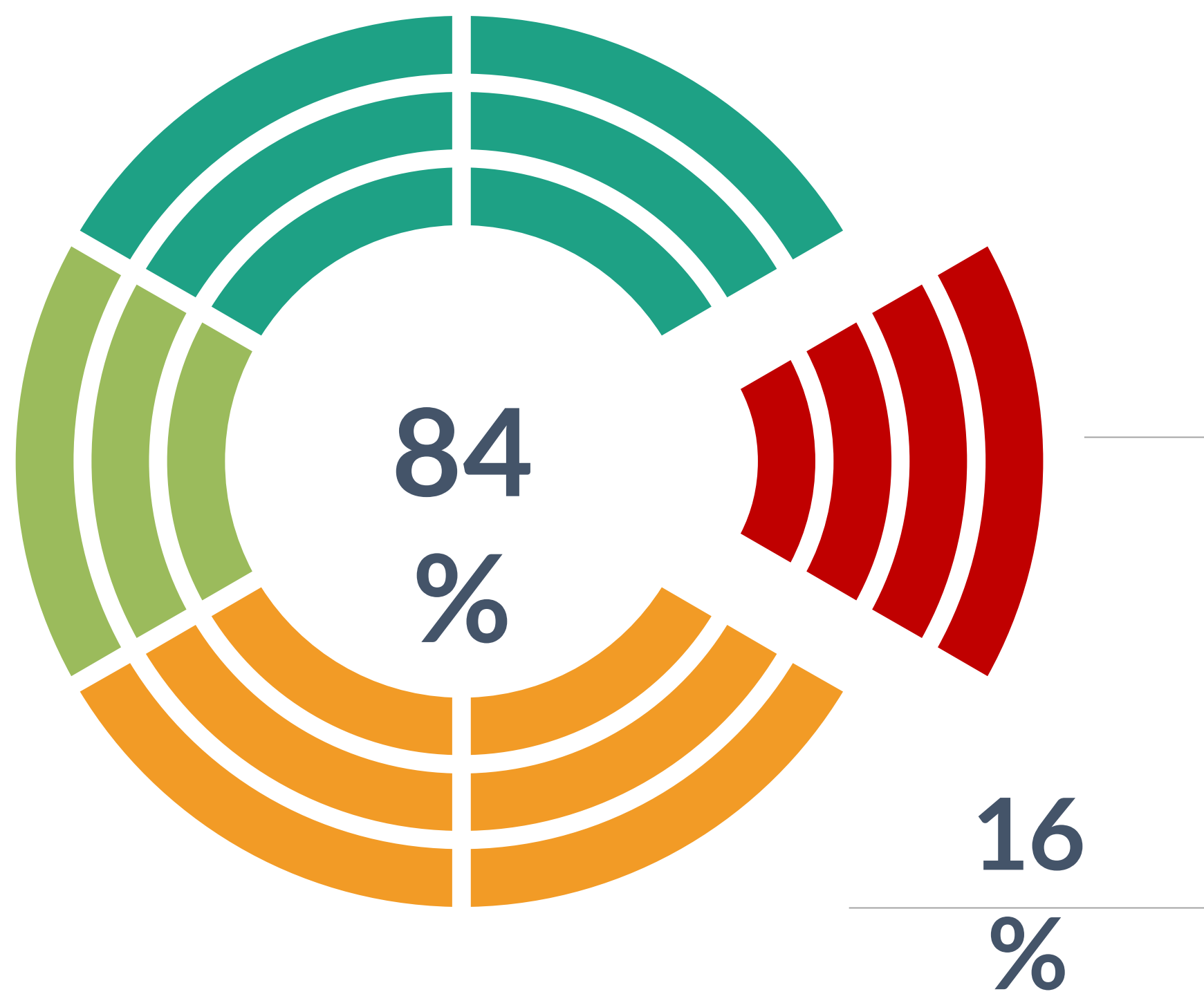


@abroadstudio

Budget

Budget Diagram

MIAMI – 1st Season June 1st – 11th



+ **Activities**
USD 12,000.00

+ **Staff Crew**
USD 10,980.00

+ **Other**
USD 7,500.00

+ **Plane Tickets**
1 Round-Trip RUN/CDG
6 Round-Trips CDG/MIA
2 Round-Trips FDF/MIA
USD 7,500.00

+ **Accommodation**
USD 9,500.00

Sponsoring Plans

Prices Table





Make an **Influence** in innovation

<p>Basic</p> <p>From \$450</p> <p>Basic</p>	<p>Designed For Growing Brands</p> <p>From \$1,350</p> <p>Gold</p>	<p>V.I.P</p> <p>From \$5,000</p> <p>Platinum</p>	<p>Exclusivity</p> <p>From \$7,500</p> <p>Shooting Star</p>
<p>"@" and "#" referral Company's logo integration Part of the Communication Plan Public organizations Non-profit association</p>	<p>Develop Online Reputation New Sales channel Tutorial / Video clips / Articles Website Showroom Perfect for product placement</p>	<p>GOLD PACK + Commercial video clip Copyrights for commercial use</p>	<p>PLATINUM PACK + Exclusive brand/company in your category Maximize your visibility 6-Months campaign (optional)</p>
<p>Reach the right target</p>	<p>Increase your visibility and benefit from an innovative campaign</p>	<p>BEST VALUE.</p>	<p>Be the only one player in your field</p>

management@meetyourlifestyle.com

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Option Services

Champaign Service	 Basic	 Gold	 VIP	 Shooting Star
Entry fee (\$250)	✗	✗	✗	✗
Product/Service Promotion	Referencing only	✓	✓	✓
Commercial Video Clip		✗	✓	✓
6 months-compaign	✗	Optiona	Optiona	✓
Exclusivity	✗	✗	✗	✓

Our

Make an **Influence** in innovation



As an exclusive partner, and in return for our promoting and marketing support, during and beyond the campaign, we expect the chosen airline company to cover transport expenses for our travelers (bloggers and staff).

We believe **Air France** is the best player to fulfill this position as they can operate from destinations we already target.

We also believe that our partnership is culturally and socially compatible. The “French touch” is to be entertained, especially by our both participants in the National Beauty contest “Miss France”.

Contact Us

THANK YOU



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Social Media

(to be released soon)