

VIP TODAY

LUJO Y ESTILO DE VIDA

Luxury MarCom & Services



Marketing Communications & Services agency
specialising in the Luxury and Premium Sectors

Who are we?



- **VIP Today** was founded in 2002 by **Albert Simó** as a news website specialising in the **Luxury and Premium** Sectors
- **AST Comunicación** was created by several partners in 2003 as a **marketing and communications** agency focused on high-end added value organisations
- **VIP Today Luxury MarCom & Services** was established from the merger of the two companies, to offer **marketing, corporate communications** and **services, specialising in luxury**. The company is based in both **Barcelona** and **Bristol**

Quality assurance

- Backed by our experience in journalism and by over 15 years working as managers in the areas of marketing and communications of major companies, we're able to offer comprehensive strategic support to our customers, adapting to their needs
- This allows us to offer customised solutions, designed to tangibly improve their corporate image, positioning, brand value and reputation in luxury markets around the world



Philosophy

- **VIP Today's mission** is to offer its clients comprehensive marketing and communications services in the Luxury Sector to increase their visibility in international luxury markets and improve their brand awareness on both online and offline channels. Using the 'Communication 360 Degrees' methodology, they aim positively impact their stakeholders.



- **Over 15 years working in the Luxury Sector** and a deep knowledge of the actors operating in this field have enabled us to have a strategic overview of the sector that allows us to design business solutions in the marketing and communications areas, aimed at improving business results

International Vocation

- **VIP Today** is based in **Barcelona** and **Bristol** and operates globally. We're specialised in the relevant markets of the **luxury industry** in **Europe, Latin America, the United States, Russia, China** and the **United Arab Emirates**
- A **comprehensive and updated database**, understanding the **mainstream media** in each country, an **extensive journalistic network, business and industry contacts** and the support of **local partners** all allow us to guarantee the highest quality and effectiveness of the strategies and actions we develop for our clients



Methodology

The **VIP Today Luxury Marketing Communications & Services** methodology is supported by:



- **QUALITY** derived from a deep knowledge of and from professional experience in the fields of marketing, communications and luxury services
- **CUSTOMISATION** of specific solutions for our clients
- **DESIGN** creative strategies to enable differentiation from competing companies
- **RESULTS** presented as measurable data
- **COMMITMENT** and proximity
- **OPTIMISATION** of resources
- **EFFICIENCY** and transparency

Catalogue



- Marketing and Communications comprehensive plan (B2B and B2C)
- Corporate and Institutional Communication
- Digital Marketing (strategic and operational)
- Content Marketing
- Website development and positioning
- Brand Management in Luxury Trade Fairs
- Advertising and celebrities management
- Social Media Management (SMM) and Social Media Optimisation (SMO)
- Creation, management and coordination of corporate and journalistic content (press kits, newsletter, interviews, articles, corporate publications, news and reports, etc.)
- Press Office - Media Relations for general and specialised communication (focused on promoting products and / or services)
- Events organisation (product presentations, institutional events, discussion forums, press conferences, press breakfasts and lunches, celebrity management)
- Speaker specialising in the luxury sector
- Corporate Social Responsibility (CSR)
- Tariffed content on VIP Today's Blog
- Photography

Luxury Concierge Services



- **HEALTH** (cosmetic surgery, ophthalmology, oncology and fertility treatments)
- **REAL ESTATE** (advice on finding and acquiring luxury properties)
- **GOLF** (training, access to VIP areas, organisation of tournaments and activities with professionals)
- **TRANSPORTATION** (luxury cars, private jets, helicopters and yachts)
- **GASTRONOMY** (restaurant reservations, private winery tours, wine tastings and caviar)
- **TOURISM** (luxury travel anywhere in the world, hotel bookings, wellness services, health tourism, hunting and fishing, VIP lounges)
- **LEISURE** (personal shopping, nightlife, VIP access to nightclubs, concerts, Formula 1, football, theatre, shooting clubs, private shows)
- **OTHER SERVICES** (lawyers (legal services), art investment, aviation teaching, private security, personal training, psychological coaching, celebrities, models, artists, hostesses and translation and interpreting)

Networking

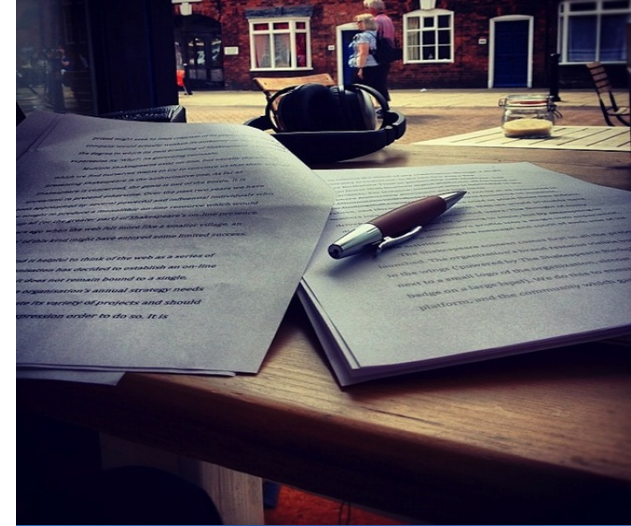
VIP Today Luxury Marketing Communications & Services has an extensive network of **over 15,000 contacts** at the **highest level**. They are divided as follows to best serve the interests of their clients:

- NATIONAL AND INTERNATIONAL PRESS
- KEY OPINION LEADERS
- POLITICAL LEADERS AND PUBLIC INSTITUTIONS
- CEO AND MANAGERS OF REFERENCE PRIVATE COMPANIES
- LUXURY SERVICE COMPANIES
- LIBERAL PROFESSIONALS
- CELEBRITIES



Luxury Blog

- **VIP Today's Blog** has evolved from the VIP Today news website, founded in 2002
- Currently, **viptoday.es** is a **reference in the Luxury Sector**, focused on the analysis of trends in the field of high-end luxury services, from the perspective of **marketing and corporate communications**





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