

adocent

MODE

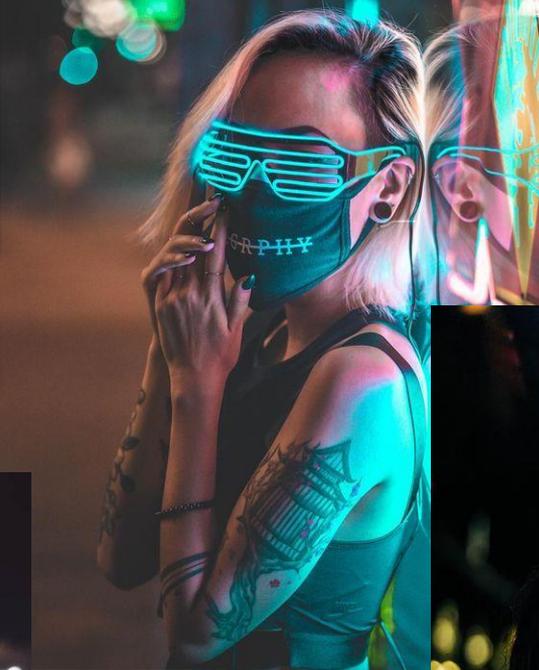


GENERATION

Y



Z





aragorn

lizzie@aragorn:~\$ |

**A FASHION, ART
AND
TECHNOLOGY EXPERIENCE**

**“ TO CONNECT
CURATED BRAND TO
CONSUMERS THROUGH
MEMORABLE
EXPERIENCES, ENABLING
THEM TO GAIN
KNOWLEDGE OF THE
CREATIVE TALENT IN
MONTREAL WHILE
BROADENING THEIR
SENSE OF COMMUNITY. ”**



ACCESSIBLE



RAW
natural born artists

NICHE

MASS

MODE
DESIGN

FASHION
Preview

EXCLUSIVE

STIMULATING



RAW
natural born artists

MULTIFACATED



*FASHION
Preview*

HOMOGENOUS

MUNDANE



01



ELAMA



MUA MOI



LA JET

SOCIETY



JJJJound



G W T X

TOZZI



02



"Mr. Exclusive"

P1. ARTS

mmode

FOREIGN WORLD
MODELS



WHY TRANSHUMANISM ?



“ PHILOSOPHICAL MOVEMENT
THAT ADVOCATES FOR THE
TRANSFORMATION OF THE
HUMAN CONDITION BY
DEVELOPING SOPHISTICATED
TECHNOLOGIES TO ENHANCE
HUMAN INTELLECT ”

ENTREPOT DOMINION

Size : 5,900 sqft
Capacity : 700 people

 St.Henri

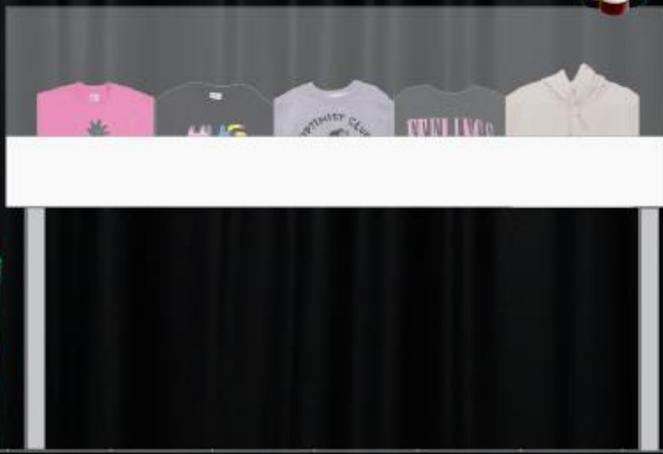
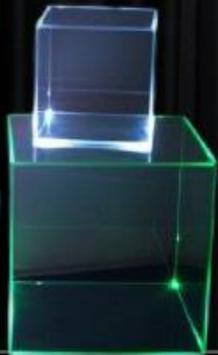


P
O
N
Y



P
O
N
Y

M
T
L



M
T
L



JUPITER
\$1,500



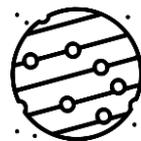
SATURN
\$1,000



NEPTUNE
\$750



MARS
\$500



MERCURY
\$250

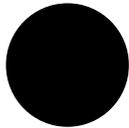
SPONSORS



**LOGO PROJECTED
BEFORE AND AFTER THE SHOW**

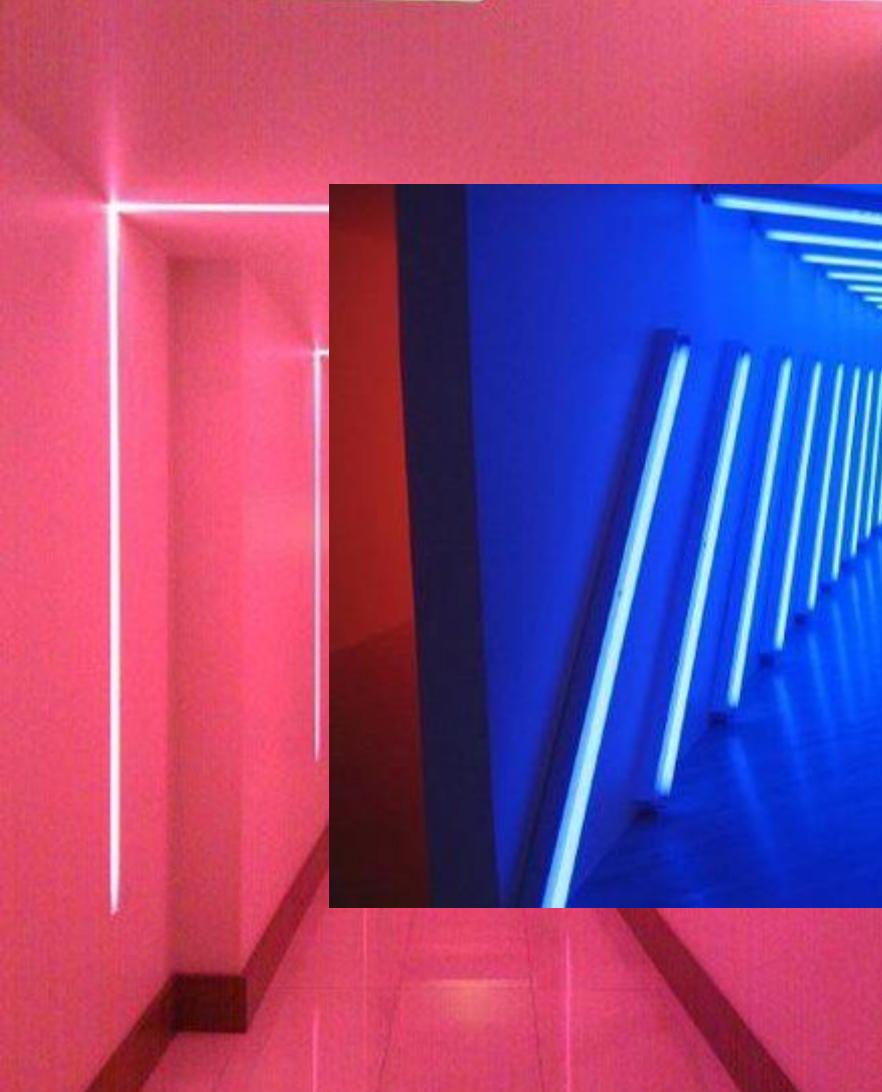


BOOSTED ADS ON FACEBOOK PAGE



**OFFICIAL MENTION ON
THE THANK YOU PROGRAM**





MAKE IT DIGITAL



**RECYCLE STATION
FOR CHARITY**



**VENDORS THAT ARE
ECO-FRIENDLY**



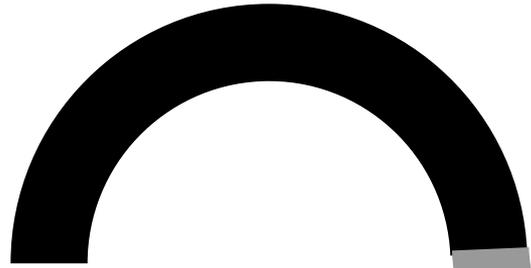
**REDUCING ENERGY BY
USING LED LIGHTING**

**ENCOURAGING ATTENDEES
TO USE PUBLIC
TRANSPORTATION**



OWNED CONTENT

PAID ADS & EMAIL



**INTERGRATED
MARKETING
COMMUNICATION**

25%

**GUERRILLA
MARKETING**

75%



PR EVENT

\$3,000

MODE accent

PRESS RELEASE

JUNE 5TH, 2020

9PM - 1AM

9 ST.CATHERINE ST E,
MONTREAL, QC H2X 1K3

SPONSORED BY

LA JET

SOCIETY

PRE-EVENT PRESS RELEASE



INFLUENCERS

Elif Filyos
Fecal Matter
Marco CA (Runandlift)
Priscilla Ventura
Justine Vivitowers
GABRIELLE
COSENTINO
Oil Porte
Alex Centomo
Katia Nikolajew
Maripier Morin
Toni Sevdalis
Mimi
Jehan Tea
Cyprien
Bruno COsta
Kyla Centomo
Oliver Primeau
Les Girard Nadeau
Lysandre Nadeau
Elisabeth Rioux

VENDORS

20

“OFFLINE
REACH : 55,036”



MEDIA

MTL Blog
Le Cahier
Elle Quebec
Chatelaine
Dress to Kill
Clin D'oeil
Petite & Bold
Les Petites
Manies
Mademoiselle
Jules
Coup De Pouce
Montreal Gazette
Vice Quebec
Breakfast Television

SUPPLIERS



DJ & GUEST SPEAKERS



LA JET
accent x SOCIETY

Conversion rate :

1.33%

CTR : 1.33%

Total Reach :
89,398

Total Social Media
Reach : 34,363

Total impressions
(Social Media) :
2,583,644



72.98% English
(Media, suppliers, vendors,
influencers are posting
3 times prior to the event)

1,885,572 impressions

698,111 impressions



27.02% French
(Media, suppliers, vendors,
influencers are posting
6 times prior to the event)

- **Total tickets sales : 1,389 tickets** to sell in total
- **Each vendors selling 10 tickets each = 200 tickets**
- **1,389 - 200 = 1,189**

ONLINE

GUERILLA



OFFLINE



PR



Press Release

TOTAL OFFLINE REACH = 55,036



FASHION SHOW



GREEN LINE

BERRI-UQAM TO GUY-
CONCORDIA



06/04/2020
12PM - 2PM

ESTIMATED REACH :
6,228 PEOPLE

STREET ART



PEEL AND
ST.CATHERINE



07/09/2020
12PM - 4PM

ESTIMATED REACH :
6,154 PEOPLE





FLASH MOB

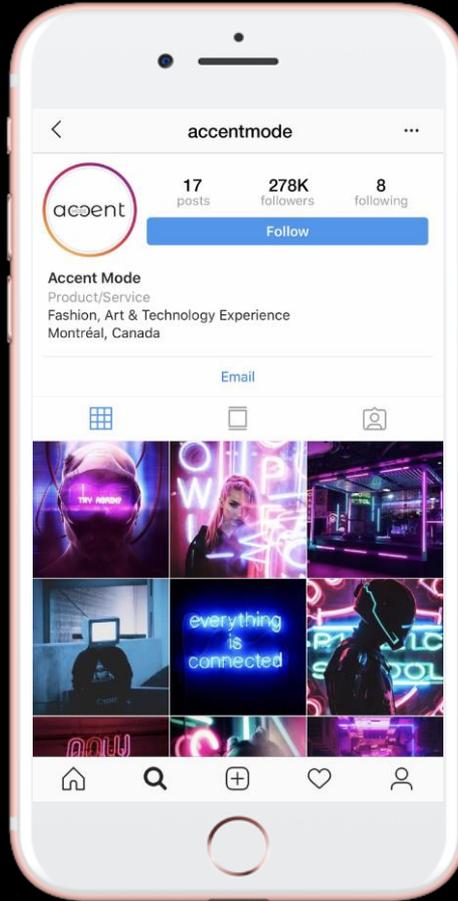
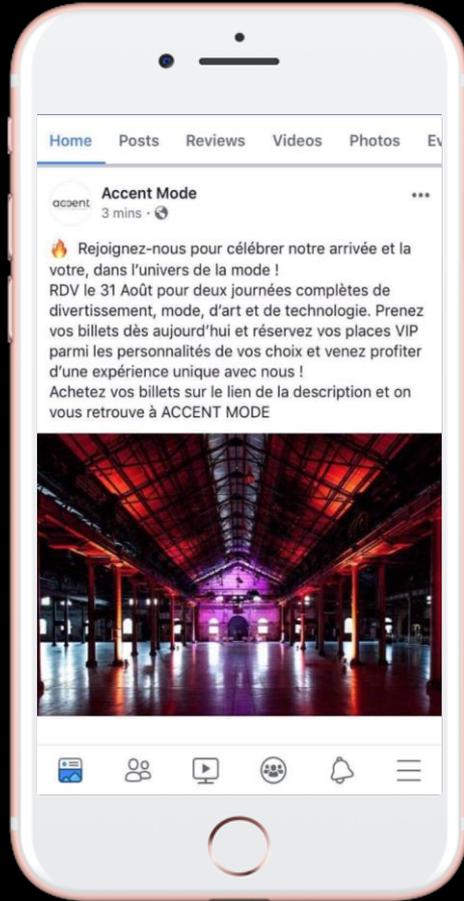


PEEL AND
ST.CATHERINE



09/13/2020
12PM - 4PM

ESTIMATED REACH :
6,154 PEOPLE



YEAR 1
SALES

\$69,000

55%

“ **TICKET SALES** ”

- EVENTBRITE 57%
- DOOR 43%

9%

“ **TICKET SALES
BY VENDORS** ”

14%

“ **VENDORS
ATTENDANCE
FEES** ”

22%

“ **SPONSORSHIP** ”

SALES ESTIMATES

\$250,000.00

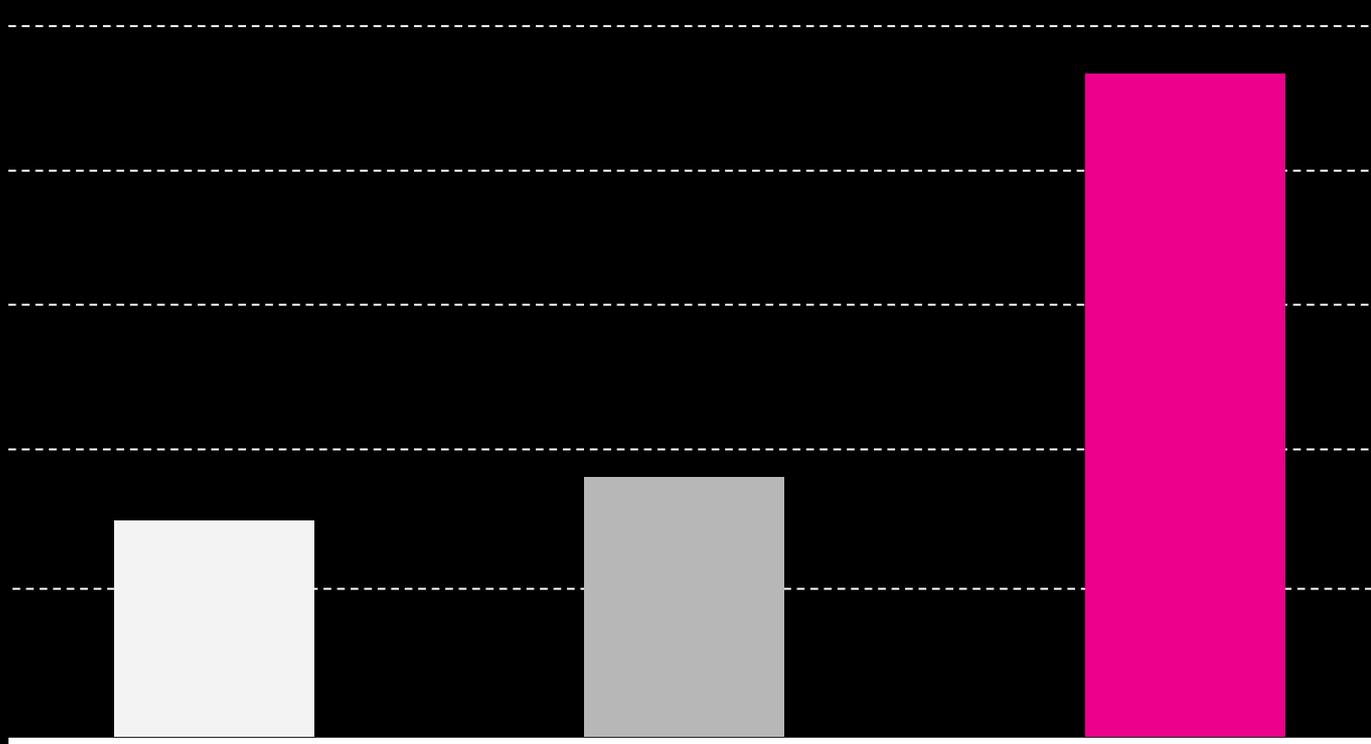
\$200,000.00

\$150,000.00

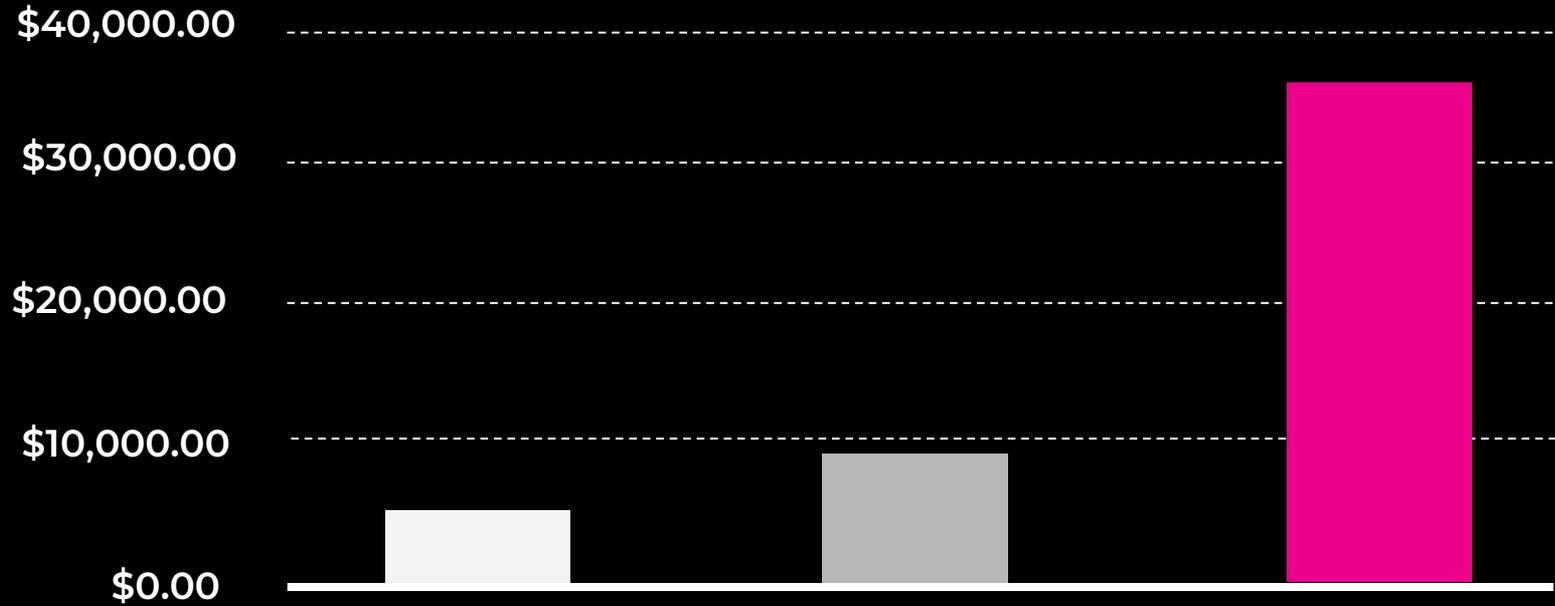
\$100,000.00

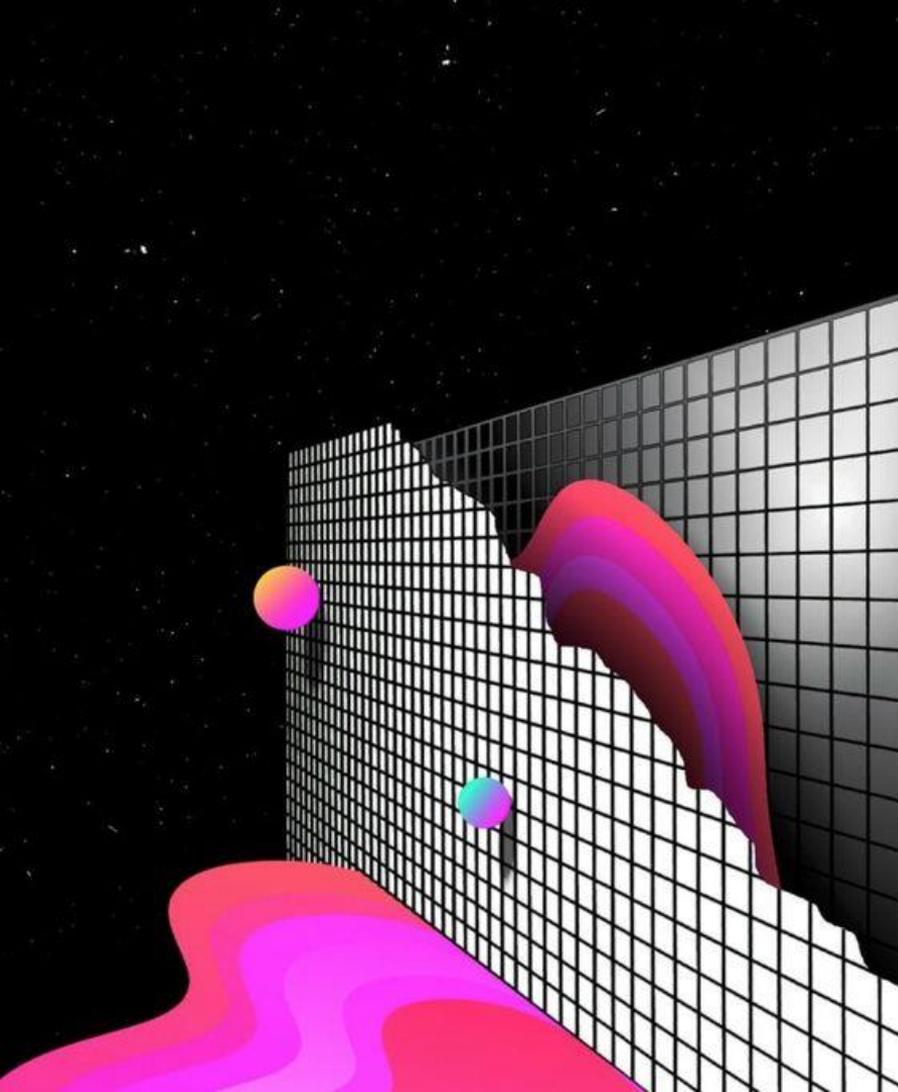
\$50,000.00

\$0.00



NET INCOME PROJECTION



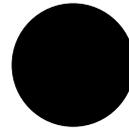


VENDOR CONTRACTS

- DEPOSIT
- TICKETS



POST PURCHASED : SURVEY



EVALUATE SUCCESS OF SUPPLIERS



ACCENT MODE