

Capabilities Deck

*Elevated*LUX

Culture Statement

Empower Black Owned Businesses and Brands through elevation, experiential marketing and opening access to creative communities

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Content Creation

- Create content centered on what people are missing - authentic conversations
- Exploring how people are being social in the midst of pandemic
- What is inspiring us right now
- "How-to" content
 - Step into the #LuxLife

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Who is ElevatedLux?

Experiential marketers with a focus on curating immersive experiences

Developing strategy to address key touch points of a campaign

- Social media marketing
- Interviews
- Event Experiences
- Opportunities to engage with products
- Opportunities engage with customers (via Q&A and FAQs)

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How do you solve problems?

Focus on strategy not just tactics

- Curate content (Campaign specific)
- Curating immersive experiences
 - Events
 - Video / Live streams
 - Email marketing through newsletters
 - Using all available mediums to engages

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What is unique about ElevatedLux?

Strive for the most unique opportunities to market branding

- Small Business focused
- Use of creative and non traditional tactics when creating campaigns

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Key ElevatedLux Points

- Experienced Based Marketing
- Event Management & Curation
- Promoting Opportunities for collaboration with ElevatedLux and other brands
- Open up access - open up the gates of information

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Ideal Client

- Black Owned
- Focused on long term sustainability
- Allows Creative Liberties - Open Minded
- Aligns with ElevatedLux's Mission and Ethos toward serving communities of all types
- Looking expand their audience and for new ways to engage their current audience
- Open to learning new marketing techniques and strategies
- Willing to invest in quality services

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