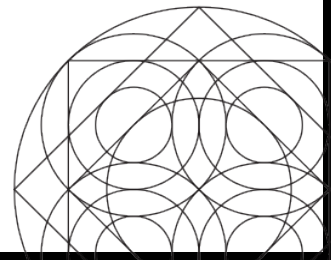
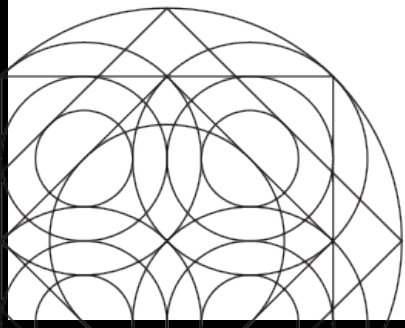
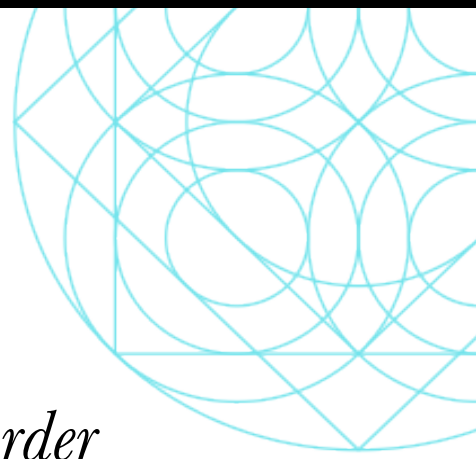


MARKETING

materials



Marketing Materials



Step 1: Get your public profiles in order

Delete anything that could be seen as controversial

Delete any pictures you do not want all of your new visitors to see

Step 2: Create your bio or media kit to include in any emails to new reporters

Give you a level of trust and authority

Helps break the ice

Sets you up as the expert

Marketing Materials

BIO

1-2 Pages...keep it BRIEF!

Always make it a PDF

Tell them Who...What....How

MEDIA KIT

Sometimes referred to as a press kit

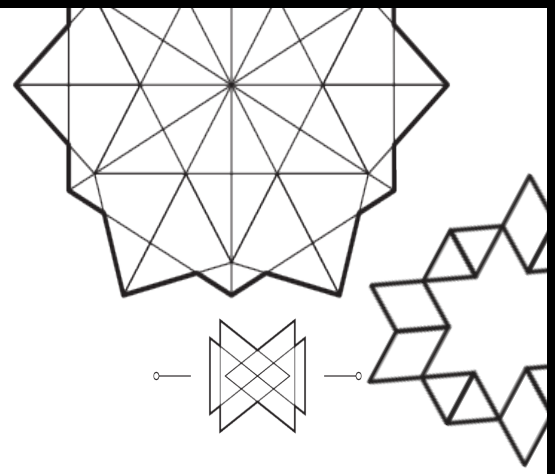
Consists of promotional materials about you, your blog and your brand

One neat package that can be used to bolster your pitches to media outlets or accompany important announcements and newsworthy items about your blog or brand



Marketing Materials

You can include



- *Notable achievements*
- *Awards and honours*
- *Testimonials*
- *Contact Info*
- *A company biography*
- *Mission Statement*
- *Biographies of the principals*
- *Photos*
- *Frequently asked questions about your company*
- *Education*
- *Professional accomplishments and affiliations*
- *White papers*
- *Press releases*
- *News stories*
- *Information about your products, services and prices*
- *A list of community involvements*
- *Industry related awards*
- *Links to your socials media pages and size of your social following*
- *Examples of your social content*

AMBER RENAE



Civil Engineer, Entrepreneur, Fashion Editor and Presenter, Amber Renae is a celebrated style icon who draws on her vast life experience to motivate, enlighten and entertain her audiences.

A qualified Civil Engineer, Amber transitioned from constructing roads to constructing dresses when she started her own **fashion label** in 2002. The label earned industry acclaim and achieved retail success in high-end boutiques across Australia, Japan, France, New Zealand and the United States.

Closer to home, Amber's collections were snapped up by Australian retail heavyweights **David Jones** and **Myer** and its appeal among celebrities including Paris Hilton ensured the label's editorial success in **Madison**, **Shop till you Drop**, and **Cosmopolitan** magazines.

A celebrated style icon, Amber has been recognised with her appointment to the board of the inaugural **Mercedes Benz Fashion Festival**, was selected to discuss 'Innovation in Fashion' with the **Australian Government's Parliamentary Secretary for Trade**, and featured in the second series of the highly successful Arena TV production of **Project Runway Australia**.

This phenomenal success led to her appointment as Fashion Editor for **Australian Women's Health and Fitness Magazine** and her role as the resident fashion presenter on **Foxtel's Fashion TV** where she has interviewed leading international designers and celebrities including **Andie MacDowell**, **Melissa George**, **Mel B**, **Megan Gale**, **Alex Perry**, **Camilla** and **Marc**, and **Dion Lee**.

FASHION

STYLE



AMBER RENAE

AMBER RENAE

STYLIST

Amber is consumed in trends, colours and beautiful objects and connects exquisite styling for print media, television, costume and set design. Crossing effortlessly from lifestyle to fashion, from still to film and editorial, Amber can create, locate, craft or invent your next visual statement – from the sublime to the surreal.

Amber is regularly called upon to style leading Australian celebrities for media and promotional engagements. Working with the world's leading fashion and jewelry brands, Amber has styled clients including Michelle Bridges, Firass Dirani, and Deborah Mailman for red carpet events such as The Cannes Film Festival, the TV Week Logie Awards, the AACTA Awards, the GQ Man of the Year Awards and the IF Awards.

Credits: (Southern Cross Austereo, Queensland Investment Corporation, Colliers International, Stockland Property Development, Vogue, Marie Claire, InStyle, Men's Health and Fitness, Tatler (Malaysia), Fantastic Magazine (USA))

CORPORATE STYLE ADVISOR AND BRAND AMBASSADOR

Following in the footsteps of professional development experts in the United States, Amber has developed one of Australia's first dedicated corporate styling workshops - Style to Succeed. The seminar is tailored to corporate clients of all sizes across Australia and aims to align the personal brand of employees with the values and expectations of their employer.

In a competitive category, a specialist endorsement from Amber can separate a product from its peers and garner the attention of the audience. With a keen sense of brand, Amber develops and delivers content that connects with her own audiences and those of her corporate clients. From product launches, product profiling and branded content, Amber can connect your brand with fashion and style segments of the target audiences.

Credits: (Lexus, Swarovski, Schwarzkopf, Nikon, Siren Shoes, Dermalogika, Loma Jane, Gozone Cosmetics)

PRESENTER

Equally comfortable in front of a camera or a large audience, Amber gained popular attention through her role as a contestant on Arena TV's Project Runway Australia. With a quick wit and an infectious personality, Amber was one of the series highest profiled contestants and promoted the production throughout Australia. This led to her resident presenting role for Foxtel's Fashion TV Oceania where she interviewed the biggest names in Australian and international fashion.





This experience combined with Amber's significant and highly successful career changes makes her an entertaining, enlightening and thoroughly enjoyable keynote speaker and presenter at both corporate and public events.

Credits: (Foxtel, NovaFM, Mornings with Kerry-Anne, Dave & Kim show, Fashion Aid, St Kilda Festival, Diamond Model Awards, Cancer Council, Olympic Yacht Club Ladies Day, Ovarian Cancer Research Fund, Foxtel Lap)

How other clients have worked with Amber Renae

- ✓ **Expert opinion** on fashion and style for print, radio, television and digital channels.
- ✓ **Styling** for fashion shoots, events, editorial and advertising features.
- ✓ **Development of fashion and style content** for blogs, e-news and social media channels.
- ✓ **Presenting and hosting duties** at corporate functions and charity events.
- ✓ **Sponsorship leverage** activities.
- ✓ **Corporate styling** workshops / Incentive programs / Sales kick-offs.
- ✓ **Annual report styling** and photography / styling for media interviews.
- ✓ **Wardrobe audits** for corporate clients and high-net worth individuals.
- ✓ **Guest lecturer** for fashion colleges and learning institutions.

AMBER RENAE'S PLATFORM

-  www.amberrenae.com
-  facebook.com/officialAmberRenae
-  twitter.com/AmberRenae
-  instagram.com/theamberrenae



AMBER RENAE

CONTACT

Grant Dowling | YES WAY!
Email: grant@yesway.com.au
Mobile: 0432 292 863

Amber Renae has been engaged by global enterprises in a wide range of consulting and content creation capacities



1141 likes
 theamberrenae Loving my #Dior Fluidstick #makeup #hair #lipstick
 view all 85 comments



1410 likes
 theamberrenae The love affair continues
 #newc10 #renaultau @renaultau
 view all 54 comments



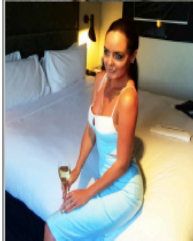
1730 likes
 theamberrenae My dream trip just got a little more real! Who can guess where I'm going? Hint: just picked up some #AmericanTourister luggage!



1127 likes
 theamberrenae #Beauty look for #MBFFSydney. Hair by @FrankProvostbondibeach. Choker #Swarovski. Frock #Stheike. #fashion



400,000+
YOUTUBE
VIEWS



10,000+
FACEBOOK
COMBINED



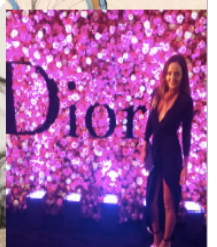
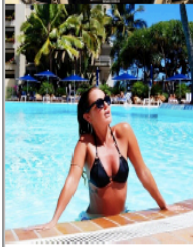
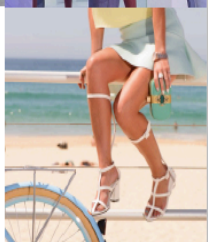
47,000+
INSTAGRAM
FOLLOWERS

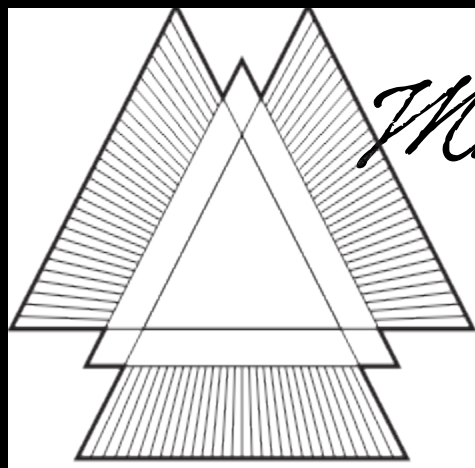


5,000+
MONTHLY
BLOG
IMPRESSIONS



70,000+
TOTAL
AUDIENCE





Marketing Materials

PRESS RELEASE

Deal with very specific time sensitive issues or events

Sent en masse to journalists

Secure interviews or just get quoted

It's Timely

A How-To Guide

- 1. Place the newsworthy angle at the very top in the first paragraph*
- 2. Include in subsequent paragraphs*
 - 1. Background information*
 - 2. Spokesperson quotations*
 - 3. Additional info on why this is newsworthy*

Marketing Materials

MEDIA PAGE

Included on your website or in Dropbox

Provide journalists with the link

Boost your SEO

Get around the spam firewalls

- *Bio*
- *Headshots*
- *Media Kit*
- *Action shots of you at speaking engagements*
- *Any articles written about you or where you've commented*
- *Press clippings*
- *Press releases*
- *Embed any videos of media appearances of keynotes*
- *Links to download any B Roll or cutaways of you at work*

