



HAUTE HAUS AGENCY

ABOUT US

Haute Haus is a strategic communications agency specializing in brand building through our three departments: advertising, digital media and publicity. Every team member we hire has an extensive background in media, giving HHA a unique perspective on the industry. We provide our clients with custom brand strategies in accordance with their own vision, then craft the best version of their 'story' to tell. A full-service agency, we serve clients throughout numerous Industries, but our approach remains the same:

PROMOTE BRAND VISIBILITY AND ENSURE LONG-TERM SUSTAINABLE SUCCESS.

Since 2012, our team has worked with large and small brands alike, including but not limited to, Jamba Juice, Ferrari, Advocates for Youth, GI Film Festival, Dreams for Kids, Harvard Business School Club, Washington Nationals' Gio Gonzales, Rapper B.o.B., Chef Jose Andres, Gary Sinise Foundation, Wayna, Saks Fifth Avenue, Comedian Ricky Rickonia, NBC Universal, Music Unites, U.S. Rep Michael Michaud and many more!



WHAT WE OFFER

ADVERTISING

All our advertising initiatives have measurable goals so we can see a clear return-on-investment. HHA offers competitive analysis and demographic-focused comprehensive strategies. Tell us who you want to reach and let us bring customers [or followers] to you.

We brand each campaign from beginning-to-end to align with our client's mission. From custom photography, to graphic design, and ad buys - our team can manage the process keeping your team abreast of every change and dollar that is spent.

Our philosophy is grounded in branding. We believe a strong foundation sustains the relationships necessary for our clients to withstand the test of time. We first align with, and then separate you from the competition.



PUBLICITY

Public Relations

Traditional PR initiatives are necessary to strategically drive press coverage, and stay active/up-to-date in the community. Agency packages include creation of press release(s) to promote project news, special events/partnerships, team additions, etc.

Note: press release writing and distribution(s) are shared with HHA's 50,000+ local and national media outlets + notable bloggers. If we feel there is a niche market that would have a significant impact on the brand, we will develop a tailored media list accordingly.

Media Management

Media management is our forte! We specialize in the creation, distribution and management of client's media presence from on-site check-ins, press kits, interviews, conferences and more. Whether its a one-off event or assigning you an on-call publicist, we are the support you deserve.

Brand Consultation

Agency will work with client to develop optimal brand identity - first through a thorough brand audit, followed by unparalleled research. Consistency is key for sustainable campaigns.

SOCIAL MEDIA

The future of PR lies in impactful content creation, including well-rounded social campaigns, engagement with influencers, and organizing a strong brand narrative. We work with clients to identify and conceptualize the creative elements of branded campaigns, including but not limited to, photography/videography, professional writing, graphic design, creative partnerships and interactive initiatives.

Account Management

Creation of custom content ideally linking to a blog/company website to push traffic [note: writing of blogs are an additional charge as described below] - *custom photography may included in package at client's discretion.*

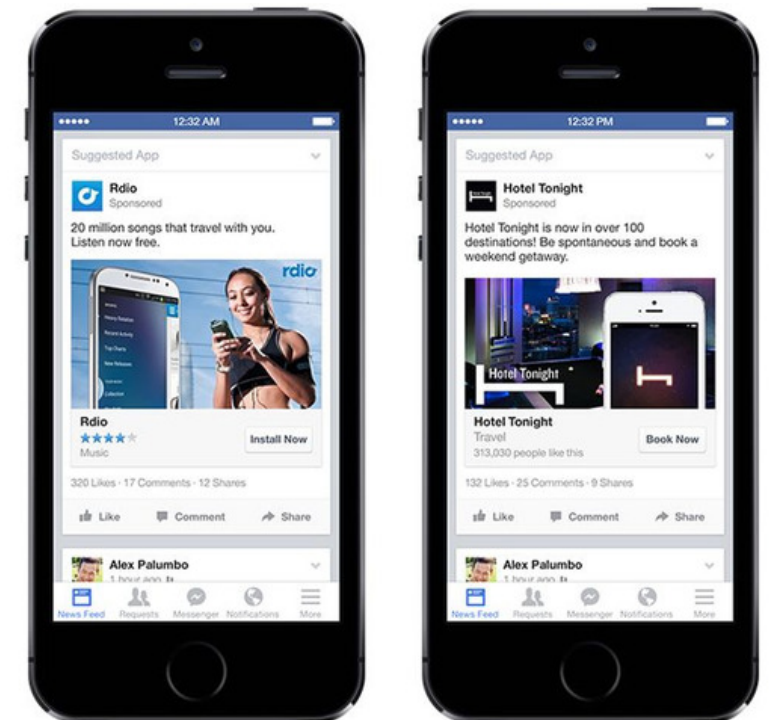
If portfolio photos are used, client is responsible for providing accurate and legal rights / photography credits.

Social Ads

Agency offers custom ads/boosted social posts to target specific demographics as requested by client. This includes geo-targeting based on market, city, industry, and/or interest groups - including, but not limited to, competition's following.

Analytics

We won't bore you with details, we will simply let the analytics speak for themselves. From split-testing to campaign management and optimization, we refine brand messaging based on who's listening.



DIGITAL DEVELOPMENT

Website Design

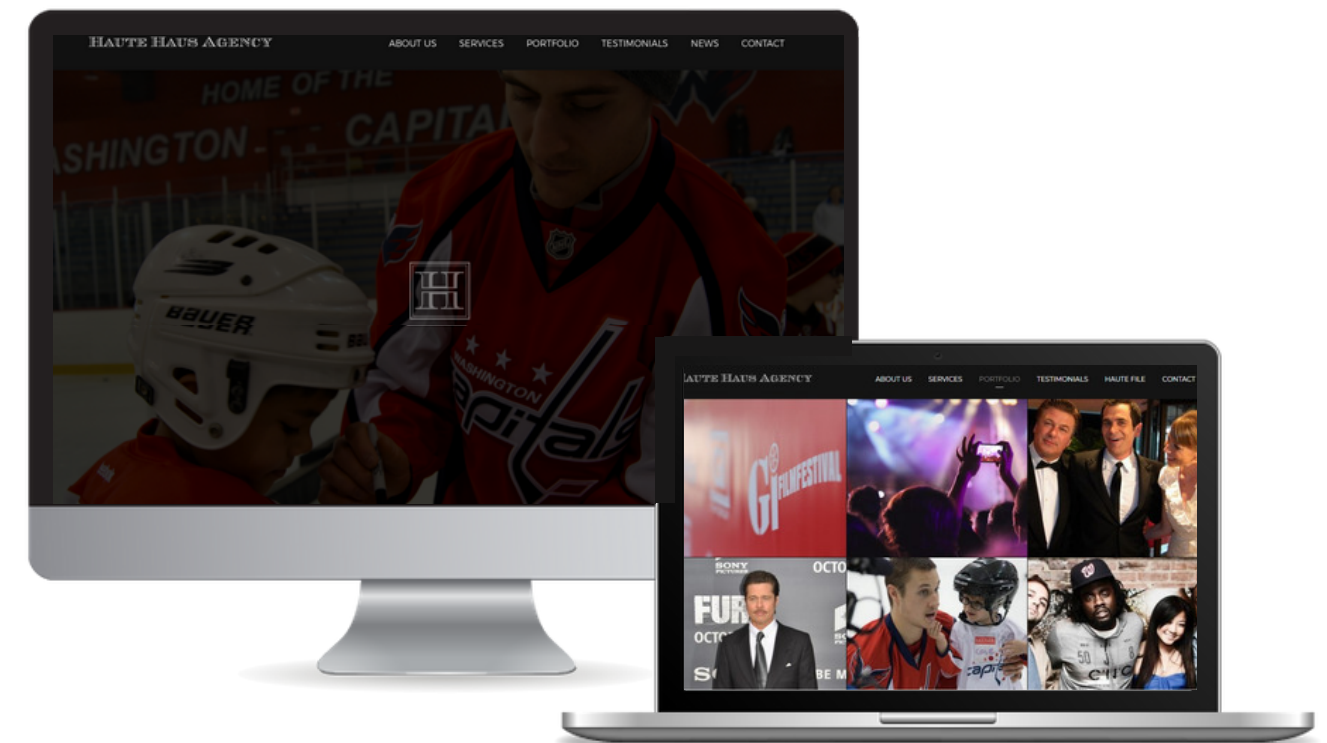
Every responsive website developed by our team is done with strategically formatting platforms that are easy to use, exciting to look at, and turn visitors into customers (we're mobile and e-commerce friendly, too). We offer two packages (1) Custom Responsive Wordpress Site: customized to represent your brand online, fully coded, and responsive for desktops, laptops, tablets and smartphones - scalable with no limit, HTML enabled (2) Basic Optimized Site: customized to represent your brand online, basic function, responsive for desktops, laptops, tablets and smartphones - scalable to a limit, ADI.

Search Engine Advertising

Allow us to seamlessly integrate Google ads into your marketing plan. Why? The best campaigns are those that have a clear return on investment (ROI). Through carefully tracking conversions, can we thoughtfully recommend the allocation of client resources.

Email Marketing

Keep your customers abreast of your latest news - from changes to latest offerings. HHA designs and manages e-marketing creation and distribution.



SPECIAL EVENTS

From concept to guest list and finally execution, HHA offers a full range of services in event planning – including product launches, openings, premieres, red carpets, talent escorting, etc.

As previously stated, success is determined through a strong brand, and the quality of its relationships. At HHA we like to think outside-the-box when it comes to telling your story. By inviting press and your community to a central location/flagship, you can garner the opportunity for others to promote your brand, tap into their own following, and promote your company through organic means.

Example: grand openings usually do best with a preceding media preview to (1) get the word out (2) share with their audience (3) create a quality relationship with media covering your brand.

HHA will plan and manage all on-site logistics, including, confer with vendors, setup, manage production, press, and final execution.

Clients Pictured: USO Gala, 2012; Chef Jose Andres, Dine N' Dash 2018; Actress Michell Monaghan for Ft Bliss GI Film Festival Premiere, Advocates for Youth 1-in-3 Premiere / Media Preview



DON'T JUST BE NOTICED

BE REMEMBERED



5425 WISCONSIN AVE SUITE 600
CHEVY CHASE, MD 20815
240.292.9492