



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Westhaven Retreat Advertising and Marketing Program

New Zealand | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Bespoke Geo-Targeted Email
- 6 Sotheby's Selects e-Newsletters

7 DIGITAL

- 8 Impressions Campaign
- 14 Impressions Scheduling
- 15 Comprehensive Digital

21 SCHEDULE, PRICING & REACH

- 22 2024



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Westhaven Retreat

SKY Advertising is excited to present to New Zealand Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Westhaven Retreat.

Your strategic blueprint is composed of direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, and digital products that are highly targeted to individuals looking for high-end living in New Zealand.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

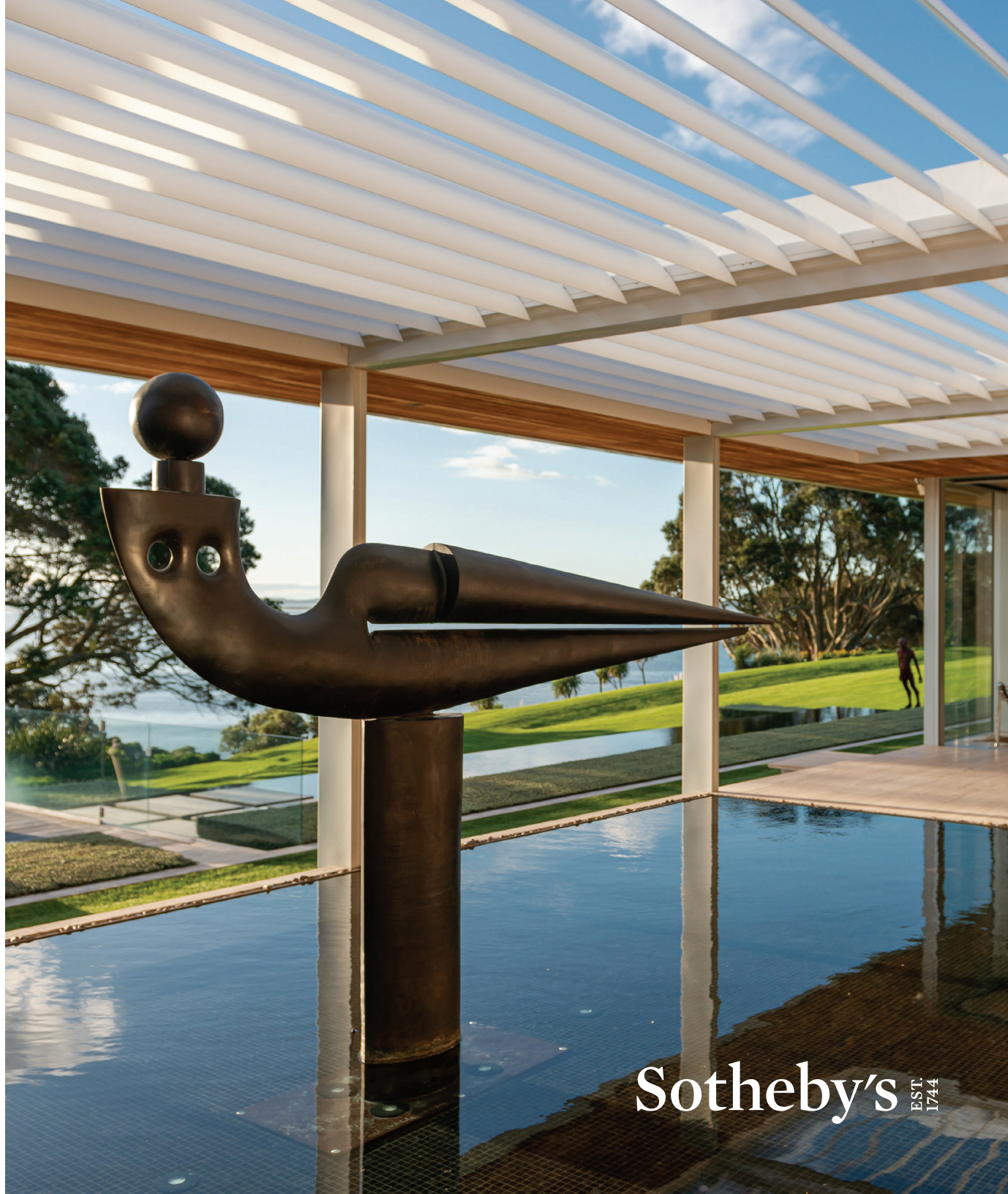
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

New Zealand, Australia

PRICE: \$2,500/DEPLOYMENT




DIGITAL

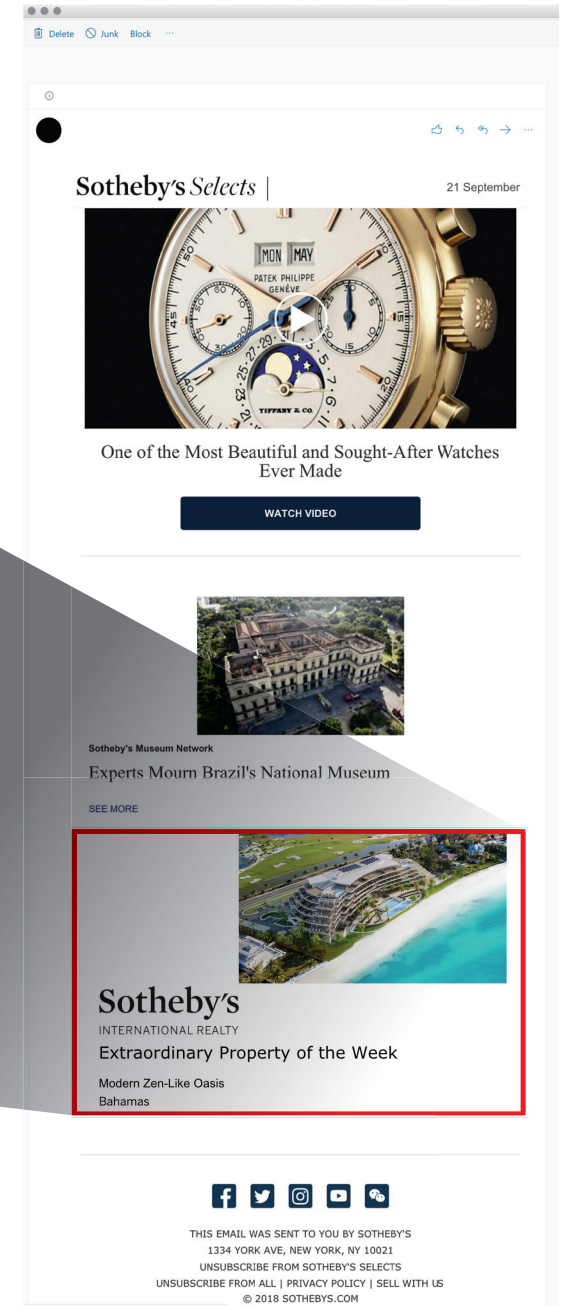
SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 700,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Westhaven Retreat**
- Flight Dates: **March 2024 - May 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

| | |
|---|----------------|
| 250K Impressions per month: | \$1,195 |
| 500K Impressions per month: | \$1,625 |
| 1 Million Impressions per month: | \$2,450 |
| Three Month Minimum | |



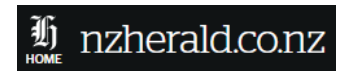
Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



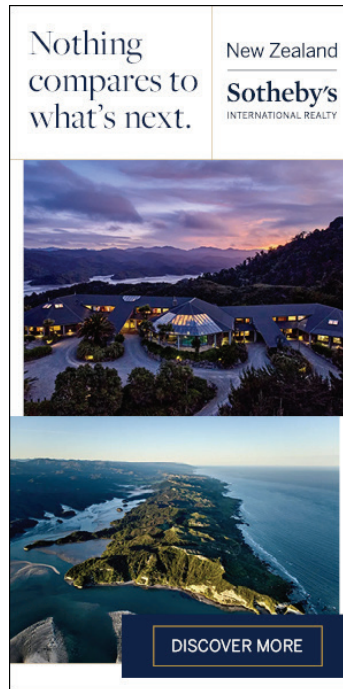
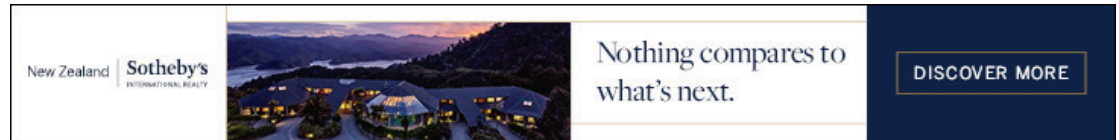
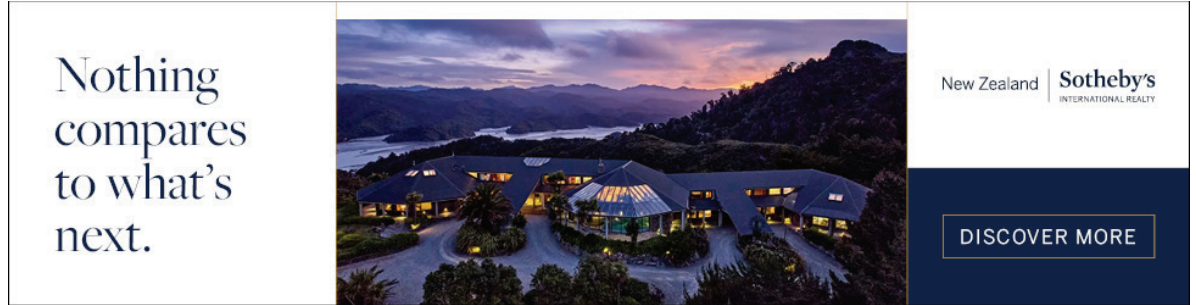
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

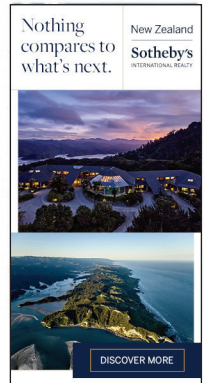
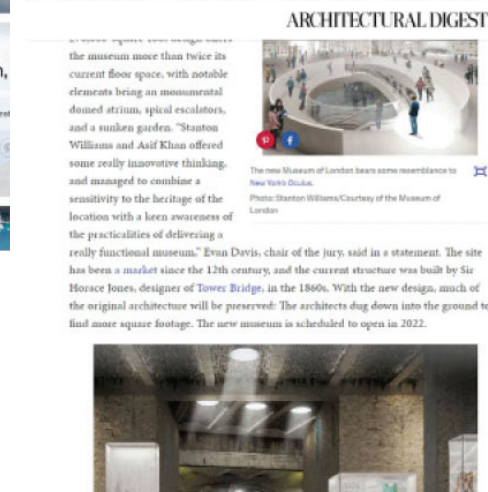
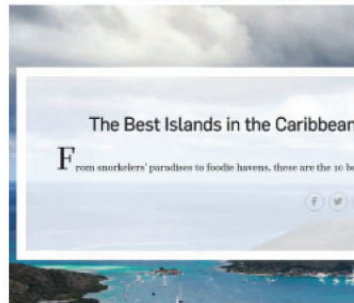
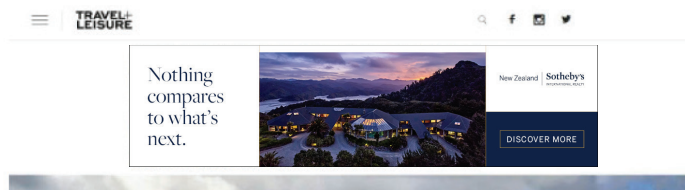
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

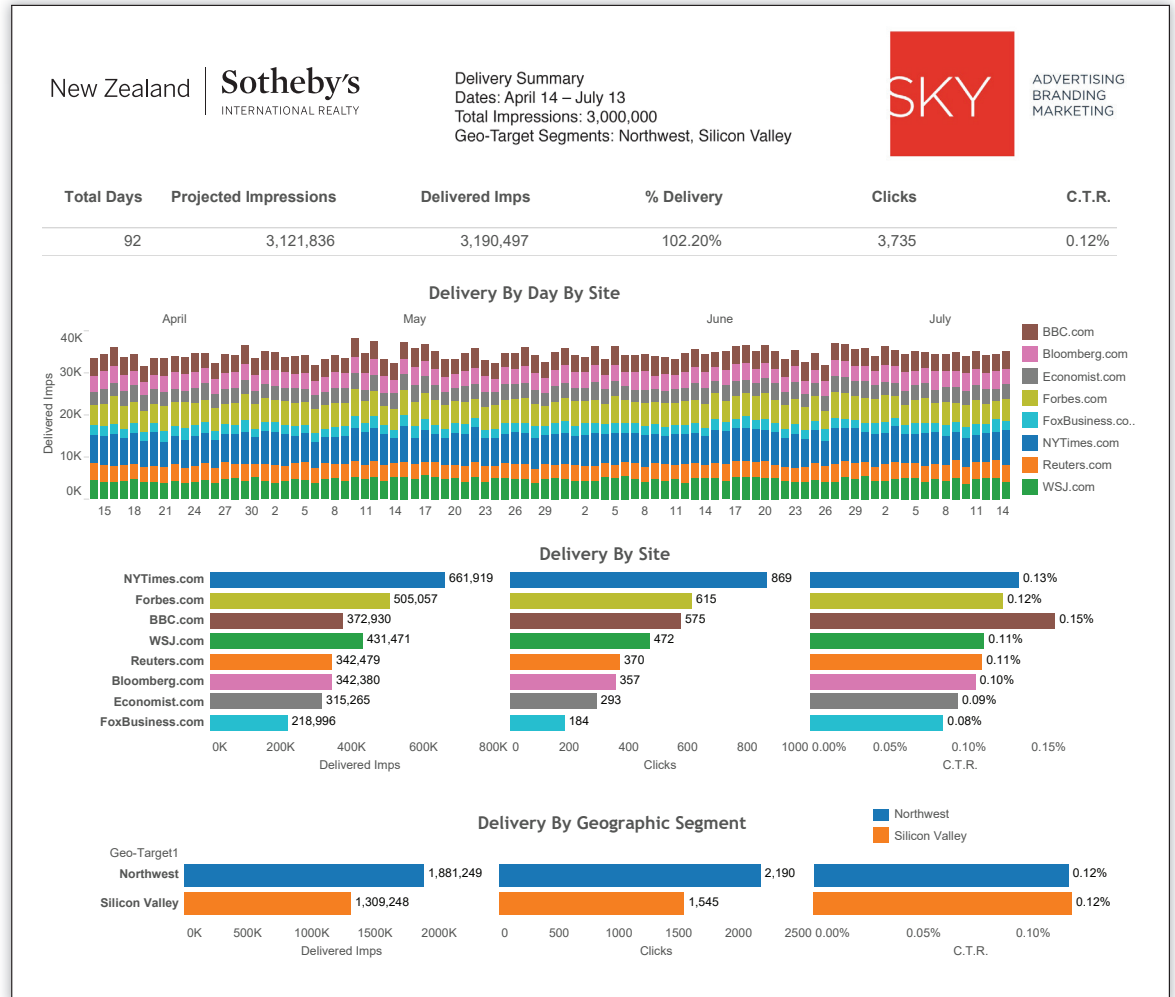


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After doing some research, we have put together an integrated program that provides an affluent audience living in Singapore, Hong Kong, United Kingdom, France, Italy, Germany, United States.

The program, with a projected start date of March 1st, will run for three months and deliver an estimated 1,500,000 impressions.

This will include a site-specific segment of premium Australian and New Zealand based news and business/finance focused websites.

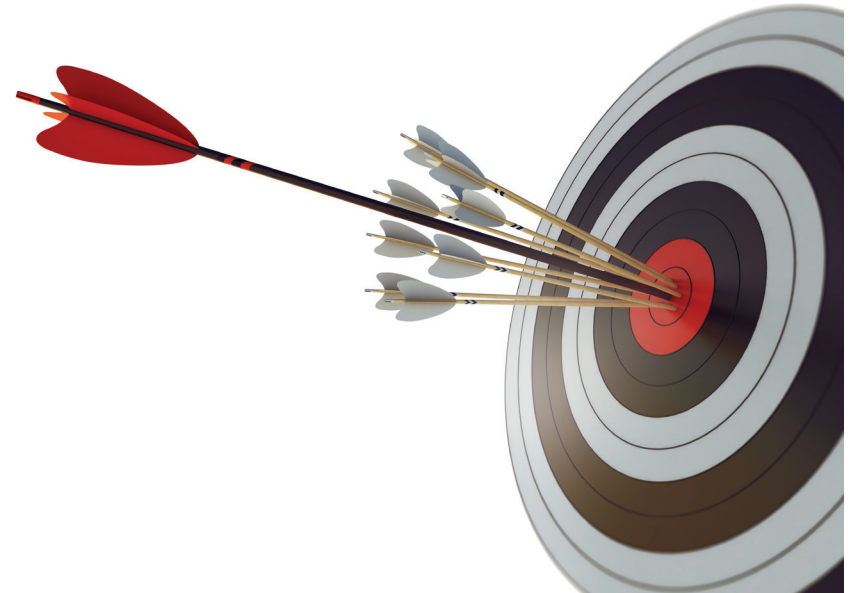
This recommendation includes:

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

New Zealand SIR - Westhaven Retreat

| Media | Geo-Target | March | | | | April | | | | May | | | | Impressions | |
|--------------------------|---|-------|---|----|----|-------|---|----|----|-----|---|----|----|------------------|----|
| | | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | | 24 |
| afr.com | Singapore, Hong Kong, United Kingdom, France, Italy, Germany, United States | | | | | | | | | | | | | | |
| couriermail.com.au | | | | | | | | | | | | | | | |
| heraldsun.com.au | | | | | | | | | | | | | | | |
| news.com.au | | | | | | | | | | | | | | | |
| smh.com.au | | | | | | | | | | | | | | | |
| theage.com.au | | | | | | | | | | | | | | | |
| dailylegaph.com.au | | | | | | | | | | | | | | | |
| stuff.co.nz | | | | | | | | | | | | | | | |
| nzherald.co.nz | | | | | | | | | | | | | | | |
| Total Impressions | | | | | | | | | | | | | | 1,500,000 | |

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

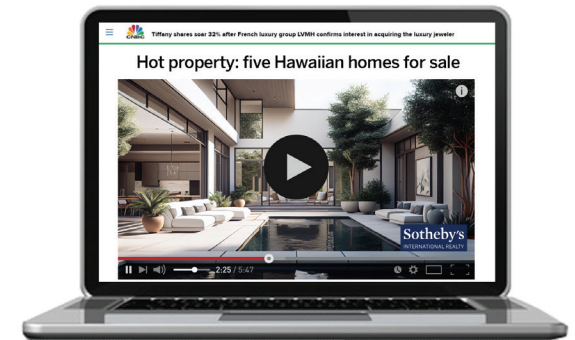


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
50,000 impressions

Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 impressions

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

**PRICE: FROM \$1,500/MONTH
150,000 impressions**

Comprehensive Digital

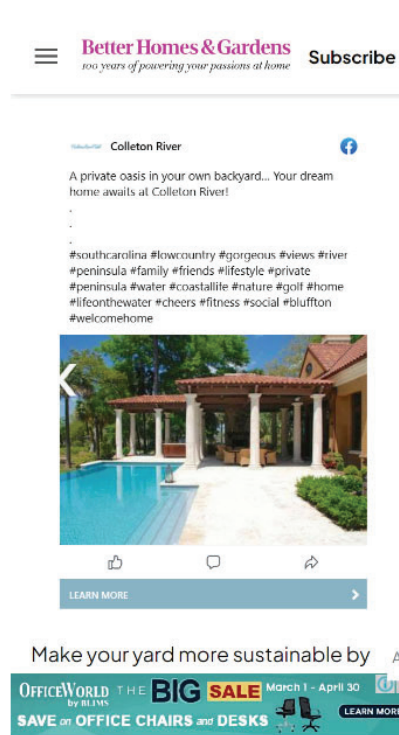
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

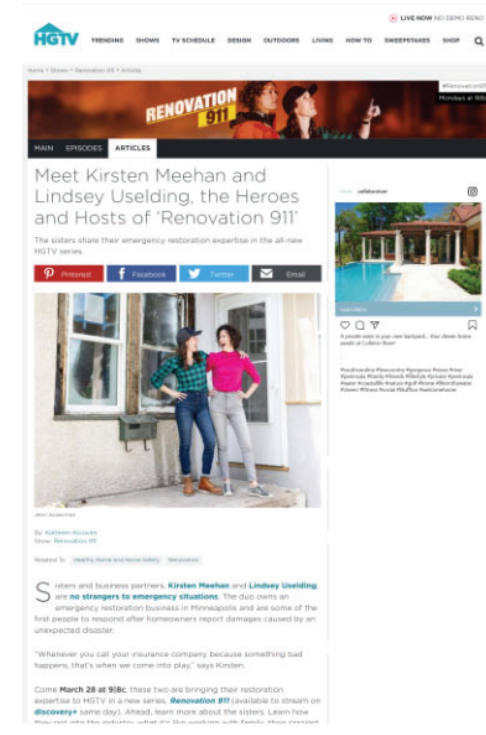
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: FROM \$1,500/MONTH
100,000 impressions

Comprehensive Digital

Client: New Zealand SIR

Digital Campaign Planner



Date Created: 2/16/2024

GEOGRAPHIC TARGET:



| Campaign Duration: 3/1/2024 - 6/1/2024 | Mar-24 | Apr-24 | May-24 | Total |
|--|------------|------------|------------|-------------|
| DISPLAY ADS | | | | |
| Behavioral Targeting: Country of Birth - New Zealand; Country Born in - New Zealand AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 150,000 | 150,000 | 150,000 | 450,000 |
| Cost Per Thousand | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| NATIVE DISPLAY ADS | | | | |
| Behavioral Targeting: Country of Birth - New Zealand; Country Born in - New Zealand AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 150,000 | 150,000 | 150,000 | 450,000 |
| Cost Per Thousand | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| OTT + VIDEO PRE-ROLL TARGETING | | | | |
| Behavioral Targeting: Country of Birth - New Zealand; Country Born in - New Zealand AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| OTT/Video Pre-roll AI Targeting | | | | |
| Video Pre-roll Keyword Targeting | | | | |
| Total Potential Impressions | 50,000 | 50,000 | 50,000 | 150,000 |
| Cost Per Thousand | \$30.00 | \$30.00 | \$30.00 | \$30.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| SOCIAL MIRROR ADS | | | | |
| Platforms: Facebook; Instagram | | | | |
| Behavioral Targeting: Country of Birth - New Zealand; Country Born in - New Zealand AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 100,000 | 100,000 | 100,000 | 300,000 |
| Cost Per Thousand | \$15.00 | \$15.00 | \$15.00 | \$15.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| TOTAL CAMPAIGN IMPRESSIONS: | 450,000 | 450,000 | 450,000 | 1,350,000 |
| TOTAL CAMPAIGN INVESTMENT: | \$6,000.00 | \$6,000.00 | \$6,000.00 | \$18,000.00 |

| | |
|--|---------|
| Display Available Monthly Impressions Estimate: | 898,603 |
| Percentage of Targeted Display inventory purchased with this campaign: | 16.69% |
| Native Available Monthly Impressions Estimate: | 378,972 |
| Percentage of Targeted Native inventory purchased with this campaign: | 39.58% |
| OTT + Pre-roll Available Monthly Impressions Estimate: | 727,614 |
| Percentage of Targeted Video Pre-roll inventory purchased with this campaign: | 6.87% |
| Social Mirror Ads Available Monthly Impressions Estimate: | 497,574 |
| Percentage of Targeted Social Mirror Ads inventory purchased with this campaign: | 20.10% |

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Comprehensive Digital

Client: New Zealand SIR

Digital Campaign Planner



Date Created: 2/16/2024

GEOGRAPHIC TARGET:

USA

| Campaign Duration: 3/1/2024 - 6/1/2024 | Mar-24 | Apr-24 | May-24 | Total |
|---|------------|------------|------------|-------------|
| DISPLAY ADS | | | | |
| Behavioral Targeting: Country of Birth - Australia; Country Born in - Australia AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 150,000 | 150,000 | 150,000 | 450,000 |
| Cost Per Thousand | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| NATIVE DISPLAY ADS | | | | |
| Behavioral Targeting: Country of Birth - Australia; Country Born in - Australia AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 150,000 | 150,000 | 150,000 | 450,000 |
| Cost Per Thousand | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| OTT + VIDEO PRE-ROLL TARGETING | | | | |
| Behavioral Targeting: Country of Birth - Australia; Country Born in - Australia AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| OTT/Video Pre-roll AI Targeting | | | | |
| Video Pre-roll Keyword Targeting | | | | |
| Total Potential Impressions | 50,000 | 50,000 | 50,000 | 150,000 |
| Cost Per Thousand | \$30.00 | \$30.00 | \$30.00 | \$30.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| SOCIAL MIRROR ADS | | | | |
| Platforms: Facebook; Instagram | | | | |
| Behavioral Targeting: Country of Birth - Australia; Country Born in - Australia AND Luxury Home Owners; Luxury Second Home Owner; Real Estate - Intent | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 100,000 | 100,000 | 100,000 | 300,000 |
| Cost Per Thousand | \$15.00 | \$15.00 | \$15.00 | \$15.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| TOTAL CAMPAIGN IMPRESSIONS: | 450,000 | 450,000 | 450,000 | 1,350,000 |
| TOTAL CAMPAIGN INVESTMENT: | \$6,000.00 | \$6,000.00 | \$6,000.00 | \$18,000.00 |

| | |
|--|---------|
| Display Available Monthly Impressions Estimate: | 767,131 |
| Percentage of Targeted Display inventory purchased with this campaign: | 19.55% |
| Native Available Monthly Impressions Estimate: | 284,170 |
| Percentage of Targeted Native inventory purchased with this campaign: | 52.79% |
| OTT + Pre-roll Available Monthly Impressions Estimate: | 714,455 |
| Percentage of Targeted Video Pre-roll inventory purchased with this campaign: | 7.00% |
| Social Mirror Ads Available Monthly Impressions Estimate: | 412,677 |
| Percentage of Targeted Social Mirror Ads inventory purchased with this campaign: | 24.23% |

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

| Media | Ad Description | March | April | May | Media Total | Reach |
|--|--|-------------|-------------|-------------|--------------|-----------|
| Sotheby's Auction House: Digital | | | | | | |
| Sotheby's Bespoke Geo-Targeted Emails | Email | | | | | |
| Sotheby's Bespoke Geo-Targeted Emails | New Zealand, Australia | \$ 2,500.00 | \$ 2,500.00 | | \$ 5,000.00 | 50,000 |
| Sotheby's Selects E-Newsletter | Sotheby's Selects E-Newsletter | | | \$ 2,585.00 | \$ 2,585.00 | 488,357 |
| Digital | | | | | | |
| Million Impressions* | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 4,875.00 | 1,500,000 |
| Million Impressions | Targeting - Australians and New Zealanders | | | | | |
| Comprehensive Digital | | | | | | |
| Social Mirror Ads | Mirroring Social Post | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 9,000.00 | 600,000 |
| Display | Digital Banner Program | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 9,000.00 | 450,000 |
| Native Display | Native Ad | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 9,000.00 | 450,000 |
| OTT & Video Pre-roll Combo | Internet Connected Device ads | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 9,000.00 | 150,000 |
| TOTAL | | | | | \$ 48,460.00 | 3,688,357 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change | | | | | | |