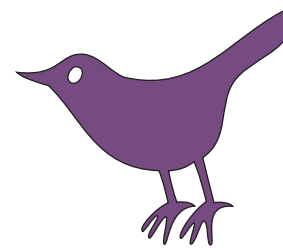


Tweet

This!



2011 TWITTER PARTIES AT LUXE LABORATORY WITH @RobertVerdi



OVER 150

SATISFIED

BRANDS

R.J. GRAZIANO

Rowenta

AVON

SPROUT  
an EGO-FRIENDLY TIMPPOOD

smartwater  
GLACÉAU  
purify you can taste hydration you can feel

GODIVA  
Chocolatier

SOLSTICE  
SUNGLASS BOUTIQUE

REBECCA COLE

RED  
RED WINE  
SONOMA COUNTY  
ST. FRANCIS WINERY

jane iredale  
THE SKIN CARE MAKEUP®

XRATED®

Tupperware

Sams@nite

NATUZZI  
ITALY

LEATHERMAN®

TULLE fresh

JOHN BARTLETT

SECRET



The Container Store®  
The Original Storage and Organization Store®

BPC

LL Bean

ABSOLUT®  
Country of Sweden  
BERRI AÇAÍ

JEE VICE  
optic couture

theTow  
THE WORKOUT YOU WEAR™

DYNAMIGHTY DESIGN

Jouer BANANA REPUBLIC

stila



GLACÉAU

FLIGHT 001

ENVIRONMENTAL BOOTY™  
treasure self, people and planet

KIM SEYBERT

GINGER+LIZ  
colour collection

modern DOSE

red door spas  
Pittsburgh, PA

Abigail Taylor

BOSS

Stoner

JELLO

ACUVUE



NETIX



OKAB

SHI

ROCK & REEF

TIN

LIGHT

INCO

lifetherapy



brazilets

HHBROWN



lp linea pelle  
COLLECTION

VR



PLAIN & FANCY

Fragoli  
Imported wild strawberry liqueur

wear your wishes

SPROUT  
an EGO-FRIENDLY TIMPPOOD

PHYTO  
natural. effective. professional.

CARRERA  
RACING SUNGLASSES SINCE 1954



FOODPARC

VR



PLAIN & FANCY

Naya



BOB

HERSHEY'S

Compari@store

Madame Paulette®  
THE WORLD'S LEADING CUSTOM COUTURE CLEANER FOR HALF A CENTURY

THE HAWKEY DOG  
FOR ALL DOG KIND

VINTAGE  
BLANK  
KENNETH COLE

PLAIN & FANCY



SWASH

STY M... ELS D...

DY... MIGHTY... SIGN

Vaseline



John A. Adler

Coca-Cola

FUJIFILM  
enamaria



JCPenney



InStyler  
THE ROTATING IRON

TR  
Cole Ham





**OVER 300  
MEDIA  
PLACEMENTS**





**OVER  
100,000  
TWEETS**



**OVER  
100 MILLION  
REACHED  
ON TWITTER**

# ..... THE FAST FACTS .....

## WHO

Noted tastemaker, trendsetter, television personality and celebrity stylist Robert Verdi.

## WHAT

Robert selects a timely theme and curates a collection of exciting brands around it. He offers advice, exclusives & giveaways to an intimate group of influential media guests who relay that information to their online followers and begin a chain reaction of buzz.

## WHY

With thousands of tweets plus media coverage, we reach millions of consumers online  
...Tweet This! parties are the future of social media marketing.





You don't have to use Twitter to know what it is. You may not necessarily understand how it works, but to at least have a basic knowledge



## TWITTER TOOK OFF FROM SIMPLE TO 'TWEET' SUCCESS

...makes up ...  
23,500,000 visitors. These numbers are for those individuals visiting and making use of Twitter.com alone. When you add in all the tweets

## WIREDI TWITTER TOPS LIST OF FASTEST GROWING SOCIAL NETWORKS

...I generally write on nightlife and entertainment, is on bars, clubs and restaurants. If your establishment does not have a Twitter account...  
GET ONE! That's the first step, which it seems a good number of establishments do. Once you have your account set up, you can tweet



## WHY TWITTER WILL BE BIGGER THAN GOOGLE

...your key demographic is paramount. Plus, out of town visitors will access the feed also and will drive your numbers. A key aspect to this

# WHY TWITTER?

.....

TWITTER IS A POWERFUL, PERSUASIVE BUSINESS TOOL AND RIGHT NOW,

# TWITTER IS WHERE THE CONVERSATION IS HAPPENING

@ROBERTVERDI ADDS YOUR BRAND INTO THAT CONVERSATION WITH

# 500,000+ FOLLOWERS AND A PER EVENT REACH OF OVER 20 MILLION

.....

**Tweet This! GOES GREEN**  
 ROBERT NERCI INVITES YOU TO TWITTER LIVE ONLINE  
**TWEET ALONG WITH ROBERT**  
 AD YOUR CHAIN INSIGHT & QUEST  
 ECO-CHIC FOR EAR

WEDNESDAY, APRIL 14  
 7:00PM - 8:00PM

RSVP FOR DETAILS ABOUT HOW TO  
 SEND YOUR TWITTER HANDLE TO TWITTER

**TWEET THIS!**

*Robert Nerci* INVITES YOU TO COME TWITTER LIVE AT HIS LUXE LABORATORY AS HE FORECASTS THE FUTURE OF FASHION.

KICK OFF NYC FASHION WEEK WITH ROBERT'S INSIDER INFO & INVITE YOUR FOLLOWERS TO TWITTER ALONG REMOTELY USING #RTVIPS TO WIN GREAT GIVEAWAYS & GET INTERACTIVE STYLE ADVICE DURING THE EVENT.

BY INVITE ONLY AND SEAT BY OUR DISCRETION

**WHEN** FEBRUARY 11, 2010, 4:00 - 6:00PM  
 (Starting starts promptly at 4:30pm)

**WHERE** LUXE LABORATORY  
 247 W. 30TH STREET, FL 12A

**RSVP** TWITTER@ROBERTNERCI.COM



**Tweet This!**  
 with *Robert Nerci* presented by **ACCESSORIES COUNCIL**

*Robert Nerci* and The Accessories Council invite you to come twitter live as Robert dishes on this year's hottest Valentine gifts! Get the inside scoop for your followers and invite them to twitter along remotely and win great giveaways using #rtvips.



**TWEET THIS! FATHER'S DAY**  
 WITH *Robert Nerci*

ROBERT NERCI INVITES YOU TO JOIN A GROUP OF FASHION MEDIA BLOGGERS FOR AN AFTER-NOON SWINE DINNER AND TO TWEET ALONG REMOTELY USING #RTVIPS TO WIN GREAT GIVEAWAYS & GET INTERACTIVE STYLE ADVICE DURING THE EVENT.

Tuesday, June 15th  
 5:30 - 8:30 PM  
 AT LUXE LABORATORY  
 247 W. 30TH ST, FL 12A, NYC  
 RSVP - twit@robertnerci.com



# PRE-EVENT

EACH TWITTER PARTY IS PROMOTED WITH A

# CUSTOMIZED EVITE

sent to influential media guests & hand-picked guest list, and a

# MEDIA ALERT

sent to hundreds of media & posted online for consumers to follow.



# HOW IT WORKS



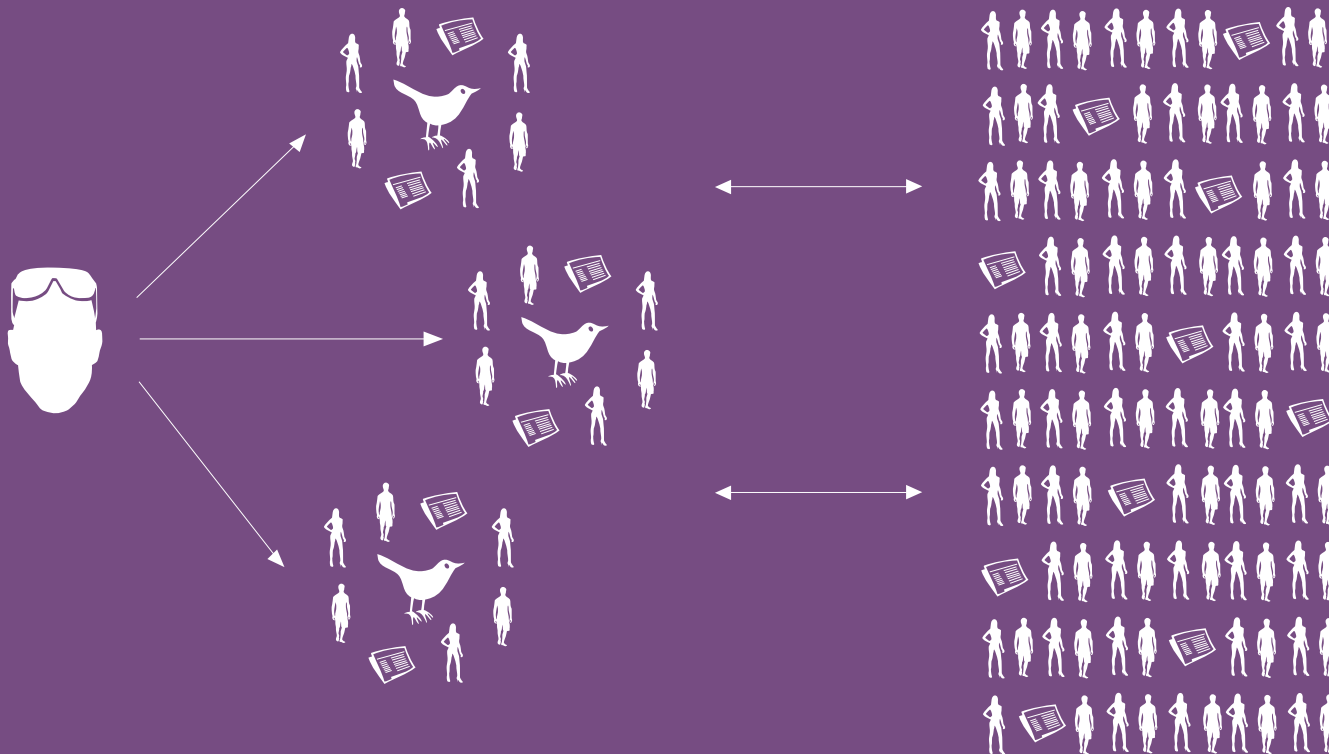
PARTY GUESTS  
(EDITORS & INFLUENCERS)



TWITTER FOLLOWERS



PRESS & MEDIA



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ROBERT VERDI, PRESENTS  
NEW PRODUCTS AND  
LEND'S ADVICE.

---

30-40 IN DEMAND ONLINE  
INFLUENCERS REACT AND  
TWEET OR BLOG.

---

THOUSANDS OF FOLLOWERS  
POST, RETWEET, READ OR REACT.



## THE EVENT

.....

**INFLUENTIAL GUESTS**  
GATHER IN OUR EXCLUSIVE  
NYC LOFT SPACE.

**ROBERT UNVEILS EACH PRODUCT**

to guests and consumers via livestream,  
then tweets style tips. Each product is

**INDIVIDUALLY HIGHLIGHTED**  
**ON A 103" SCREEN AND**  
**HAND-GIFTED TO**  
**EACH MEDIA GUEST**

while they learn about its top features.  
The excitement (and tweeting) begins.

.....



## THE EVENT

LIVE VIDEO STREAM & TWITTER  
FEED ON EVENT WEBSITE

# ENGAGE CONSUMERS



Q&A, GIVEAWAYS & INTERACTIVE FEATURES  
DRAW CONSUMERS TO PARTICIPATE ONLINE  
& TWEETS SPREAD VIRALLY REACHING MILLIONS!





**@CosmoOnline:** ooooh just got a pair of Sculptz from @robertverdi. He says all his clients use them, incl  
eva longoria *Followers 29,171*



**@SELMagazine:** ECCO's Cannello Domani pinot noir—our new fave wine of choice. Thanks @robertverdi for a great time!  
*Followers 17,161*



**@robertverdi** is crazy for old school Noxema face wash, what is your go-to product?  
*Followers 65,490*



**@HoneyMagazine:** We're signing off from @RobertVerdi's. Thx 4 following #rvtips & tune in to his madcap show on Feb. 10 at 10 pm on the Logo Network.  
*Followers 12,648*



**@juneambrose** Mad Monday! The Luxe Lab is an absolute movie. Just ask the hostess with the mostess, @robertverdi  
*Followers 45,177*



## POST-EVENT

After the presentation, the influencers continue to tweet and discuss the products. Each guest takes home a gift bag filled with each of the products for

## MEDIA PLACEMENTS & EDITORIAL COVERAGE

and one lucky online participant wins a giftbag from the event.

**@seventeenmag:** We're excited to bring you Robert Verdi's Holiday Party tonight 8-10pm EST - amazing!! Follow #RVtips for more info! *Followers 1,234,567*



**@logochannel:** Follow @robertverdi tomorrow night 8-10pm EST as he tells us the 10 Best Last Minute Gifts! Contests and Prizes! #RVtips *Followers 10,066*



**@cosmoonline:** love free stuff? We thought so. Retweet @robertverdi tonight to win freebies! *Followers 29,171*



**@SELMagazine:** Heading to @robertverdi tonight for a twitter party! Be sure to check out all of #rvtips for Valentine's Day tips starting around 6:45pm! *Followers 123,456*



**@LuckyMagazine:** Tweeting live with @robertverdi tonight from 7-8pm. Tune in for giveaways! #rvtips *Followers 65,490*

## GENERATING BUZZ

PRE-PARTY TWEETS & SNEAK PREVIEWS  
CONTESTS AND GIVEAWAYS  
CROSS-PROMOTION & PLACEMENTS  
MEDIA EXCLUSIVES

## PAST GUESTS:

*Cosmopolitan, HuffingtonPost, InTouch, iVillage, Lucky, NonSociety, Paper, People, Real Simple, Self, Seventeen, Every Day with Rachel Ray, Star, Hollywood Life, Ebony, Vibe, Essence, Fox 411, CBS, NBC, LOGO TV, Glam.com, Hearst's RealBeauty, Design Therapy, Accessories Magazine, FashionIndie.com, SheFinds.com, Shelter Pop, The Fashion Spot, TheDailyObsession.net, plus celeb guests & VIP experts like ANTM's J. Alexander, Nigel Barker, super model Summer Rainie Oakes, Surprise By Design's Rebecca Cole & art maven Jen Bekman.*

# ..... THE FAST FACTS .....

**MORE THAN A USUAL TWITTER PARTY.  
WE ARE TIME-TESTED SOCIAL MEDIA EXPERTS.  
WE HAVE HAVE DEFINED WHAT MAKES TWITTER WORK & GETS RESULTS**

1  
HOSTED BY A REAL INFLUENCER

2  
MEDIA GUESTS WITH HUGE CUMULATIVE FOLLOWING ENGAGED AT LIVE EVENT

3  
ENGAGING EVENT FORMAT  
presentation on 103" plasma • product unveiling and gifting • intimate setting for special guests

4  
CURATED EDITORIALIZED CONTENT THAT FEELS GENUINE/EXCITING

5  
ONLINE CONSUMER INTERACTION  
livestream & twitter feed on website • Q&A, window of access, special features/initiatives  
giveaway - always a "tweet why I love" and win them all contest





# THE RESULTS

(click here for recent wrap up at <http://www.box.net/shared/2p7mrnfnet>)

## Recent Tweet This! program results include:

- Reach of over 22 million viewers on twitter
- Over 50 media features in major media outlets, online publications & blogs
- Over 12,000 tweets from consumers & media outlets
  - National TV segments
  - Interactive giveaways by publications with their readers via the web, twitter and facebook
- Retail site promotions, exclusives & editorial features
- Cross-promotion & conversation through other social media channels like facebook
  - Direct media engagement at event with 30-40 influential editors & beauty media
- Tweets, coverage and attendees from media outlets

# PRESS



COSMOPOLITAN  
**Best. Style Tips. Ever.**  
*"We're not sure what we love most about Robert Verdi..."*



INTOUCH  
**Best. Gifts. Ever!**  
*(Courtesy of Robert Verdi's Twitter Party!)*  
*"Win Celebrity Stylist Robert Verdi's SUPER-LUXE GIFTBAG from his twitter party, full of all the items in his last minute gift guide....THE most fabulous finds of the season."*



HOLLYWOOD LIFE  
*"If you're anything like us, you're still racking your brain trying to figure out what to buy some people this holiday season...stylist Robert Verdi can help you out."*



Featured in the New York Post

BAGTRENDS  
*"So what are these "Tweet This" parties? Well, it's an ingenious business concept created by the Robert Verdi team..."*



# CONTACT

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*Robert Verdi*

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