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# ASCENT BEHAVE

DESTINATIONS & LIFESTYLE



Lifestyle Brand & Resort  
PR, Marketing, Sales & Event  
Communications



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# What We Do

Ascent provides Communications (PR, Marketing, Event, VR and Sales) to luxury brands and resorts.

Our Concierge arm delivers bespoke experiences . We target affluent Canadian and International markets – from individuals to corporate decision makers.

# How We Are Different

In addition to the programs standard Agencies offer, Ascent provides extensive communication opportunities.

Our unique relationships with iconic destinations, marquee brands and celebrity access, along with our ability to package these into customized programs to meet a clients needs are what separate Ascent from the average agency.

**We deliver the unattainable**

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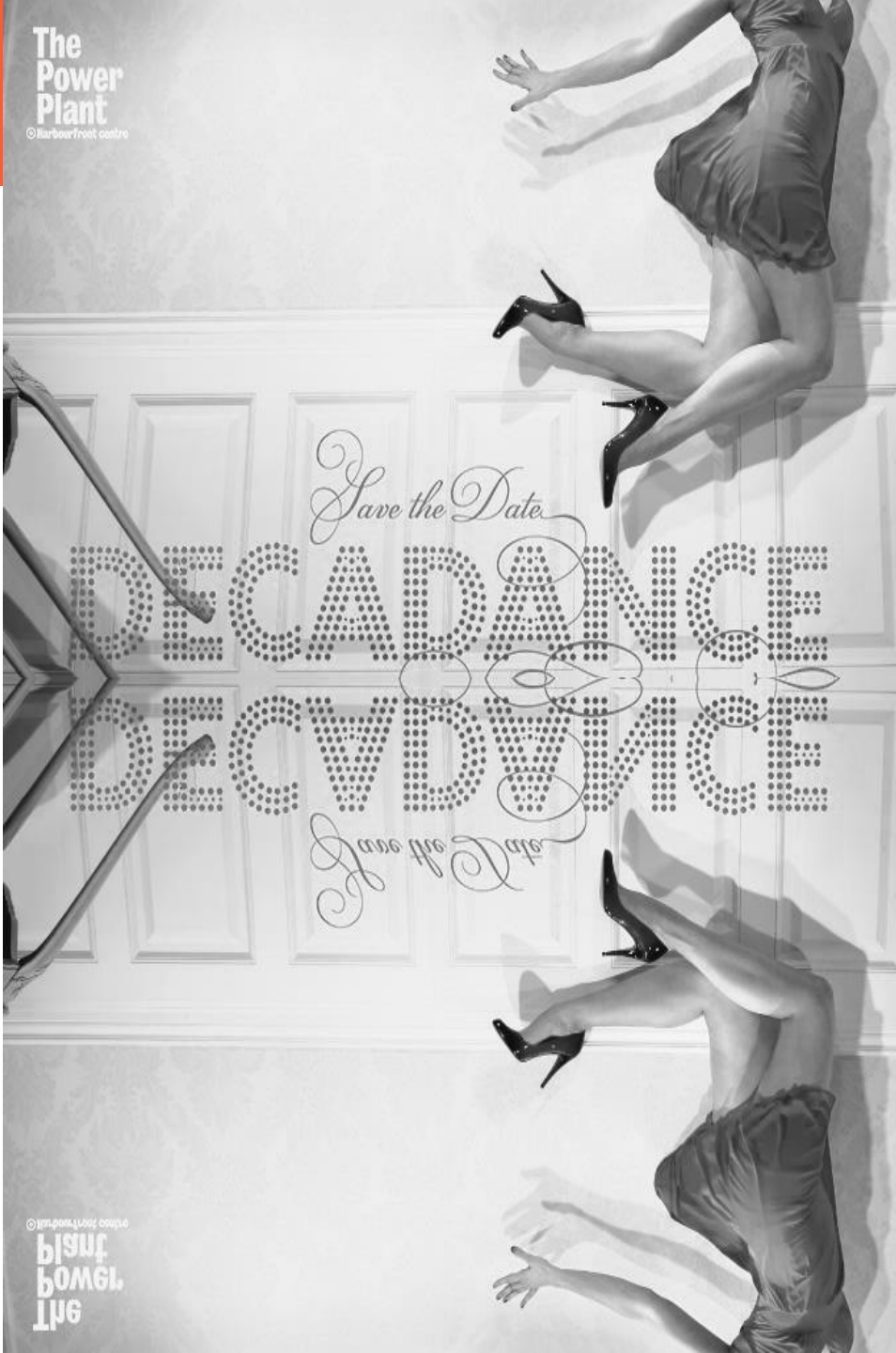


# PR/Events/Marketing

Ascent connects luxury boutique hotels with high-end brands, including the planning and implementation of co-marketing programs and special events that deliver exposure to high net worth individuals, media and decision makers - resulting in PR placement and sales.

## Select Successful Past Events Include:

- Plethora of TIFF Events and Screenings
- MLSE Events
- The ALBANY Bahamas Toronto Launch Party, Sponsored by Pink Tartan
- Canada's Premiere Private Club Women's Ski Day, sponsored by Spyder, Veuve Cliquot & Sporting Life
- Toronto Fashion Week - A Grand Fashion Affair, sponsored by Audi, Skinny Cow, FLARE Magazine



# Global PR

- Ascent's presence on Bravo's luxury travel series reaching 93 million households in North America by extension affords our clients extensive TV and digital exposure
- Ascent, previously an affiliate of WorldWide PR has formed global relationships with top tier PR agencies enabling us to deliver international media coverage.
- Unrivalled access to the people who make things happen and an innate understanding and instinct for identifying and driving powerful stories
- Select UK Media outlets include British Vogue, House and Garden, Porter, Fan Fair, Vanity Fair, Brides (Conde Nast), Centurion, Harrod's Travel
- Global Affiliations in Miami, NYC, Dubai, Brazil, Mexico, Delhi, Munich, Milan, Hong Kong and Paris



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# PR Canada & Global

We offer the following services:

- Curate innovative media kits, including creation and distribution of press releases within Canada and globally
- Pitch Targeted Media and Deliver Editorial Placement
- Invite, Organize and Accompany key media on FAM Trips
- International Media Outreach is also available through relationships including those with major US networks, British Vogue, Caribbean Travel & Life, Vanity Fair, Conde Naste, Architectural Digest, Forbes
- Alliances with private clubs and associations allow us to market to client specific demographics
- Relationships with Airline partners including WestJet, WestJet Vacations, Air Canada and Air Canada Vacations we are able to deliver optimal co-marketing opportunities

**Ascent targets over 105 targeted Canadian Media Outlets: Online, Travel Trade & In-Flight, Vertical, Specialized (golf, spa, honeymoon), Television and Radio, Lifestyle, Dailies**

# Real Estate

## Real Estate Sales, PR and Marketing

Ascent understands the condo/villa hotel product on a Global Scale, we offer the following services:

- Refer affluent potential buyers
- Deliver effective Sales Presentations
- Conduct site inspections
- Provide Marketing and Public Relation opportunities focused exclusively on Real Estate Offerings

## Golf

Ascent provides sales and marketing partnership opportunities within the world of golf through the following relationships:

- Relationships with private golf clubs in Canada, ex: St. Georges, Goodwood, Magna, The Georgian Bay Club
- Relationships with Albany Bahamas, our experience working on the launch of their hotel program in a sales, marketing and PR capacity
- Draw upon our experience gained working with Provo Golf Club in Turks and Caicos



# Sales | *LEISURE, CORPORATE, AND INCENTIVE*

Ascent is located in Toronto, Ontario, with representatives located in secondary markets across the country

We provide **unprecedented sales coverage** by:

- Conducting sales calls to key agents, wholesalers and tour operators throughout the year across the country
- Invite, Organize and Accompany key travel Agents on FAM trips
- Arrange appointments for our client's sales managers in our markets and provide monthly sales reports
- Manage and grow exclusive database of luxury agents and travelers, currently over 5000 affluent travelers and agents including Virtuoso, Ensemble, Preferred and Black Card Agents
- Inclusion on website, [www.ascentdestinations.com](http://www.ascentdestinations.com), and distribution of e-blast specials

## **Incentive Sales**

- We have partnered with the former owners of Canada's largest incentive company (Worldwide Rewards now owned by Expedia) to increase group and incentive business for our luxury clients.
- We also work closely with Air Canada Vacations and other Meeting Planning companies and agents to grow our incentive and group business.



# Luxury Concierge Services

- We create bespoke experiences and gain access to exclusive events for discerning corporations and individuals.
- We arrange once in a lifetime experiences, be it attending the Academy Awards or a sold out Playoff sporting event. We make it happen.

# Events/Marketing

## Special Events

- Produce Client Events in Key Markets
- Provide presence at high profile Consumer and Charity Events including NBA and NHL games and events, The Toronto Film Festival, AMFAR and more
- Provide presence and attend tradeshow on behalf of Clients including:
- World Travel Mart, ILTM , Meeting & Incentives, Virtuoso Travel Mart (for member properties)

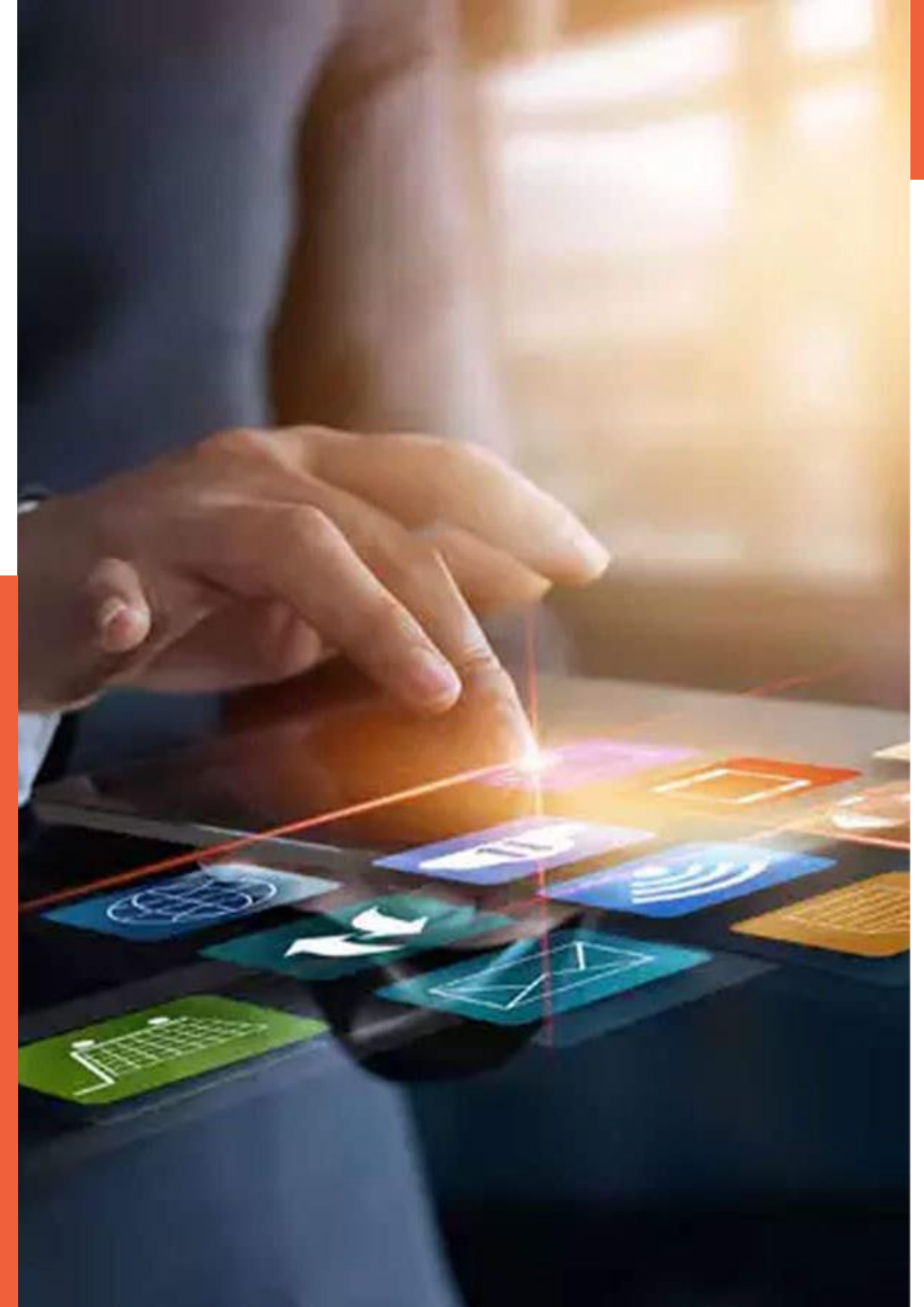
## Marketing

Deliver strong on-line presence through VIRTUAL REALITY experiences, key sales and marketing web sources and social media including:

- Creating marketing partnerships with likeminded brands with a focus on special event cooperations
- Social Media
- Quarterly distribution of e-blast Specials
- Key ad placement
- Strong email marketing program to our database of over 8000 affluent consumers and trade
- Embedding Links for Search Engine Optimization

# Digital Advertising and Management

We offer content strategy development, content creation and content amplification, with a focus on the travel & destination marketing, financial services, telecommunications, retail and professional services sectors. We can also build your blog or optimize your existing website for content marketing and search.



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# VR

It took television 38 years. The Internet four. The prediction is that it will take less than two years for there to be 50 million VR users.

And it's happening now...

Marketing Mag estimates 11,000,000 unique VR users by the end of 2016.

It is anticipated that virtual reality video will become an important part of all marketing budgets, allowing organizations to bring tourism experiences to life in a way no other marketing tools can, creating an immersive experience that leads to destination visitation.







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# Immersive Hotel Experience

From the marquee lobby to the unique restaurant experience to the vibe at the roof top pool. Instantaneously immerse the viewer in the look and feel of your hotel from anywhere in the world. Be it narrated or experience based the viewer will get a true feeling of your property and its amenities. The importance is not just showcasing the "information" but to create an emotional experience by telling a story. We would create a "story" in which our protagonist goes on a VR adventure at your property telling a compelling story as well as showcasing your property. And also with our in video hotspots we can embed information pitstops for the viewer so that they can learn more about the various offerings without ever leaving the experience.



# The ASCENT BEHAVE VR Advantage

**Simply put, nothing so readily available is so immersive.** It allows you to truly escape into the experience. For taking being immersed in luxury, nothing will rival 360 VR. Goggles or not. All you need is your phone and you are there. It is the best way to experience your properties shy of being there

**It is supported.** Facebook, YouTube, Google believe in it. Samsung, HTC, even now Apple is rumoured to becoming out with their own headset.

**It is plug and play.** We can bake right into the video information "hotspots" or we can create an in video link directly to reservation system— what this means is that they don't have to leave the video to make a book a room

**It is scalable.** From building a devoted app to distributing proprietary headsets, 360 is something you can build awareness around

**It is cost effective.** We know price is a concern so we provide 360 production at the same cost as traditional "2D" production. We can work with almost any price point.



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# Management/ Branding Partnerships

Refer and negotiate key branding partners for boutique hotels including the sourcing and implementing of successful:

- Hotel Management Companies
- Restaurant Partners
- Spa Partners



# Philanthropy

We are passionate about issues affecting women and children and proudly support various charities. This year we are focused on Family Law Reform.

Our goal is to bring awareness and new legislation in the areas of verbal/emotional abuse and parental alienation. We believe new laws in these areas will drastically reduce domestic abuse and family violence both of which have devastating & lifelong effects on their victims, especially the most vulnerable in our society, innocent children.

Past supported charities include the MLSE Foundation, Canfar, Because I am a Girl, Breakfast Clubs of Canada



# Select current and former properties and brands



MAPLE LEAF SPORTS + ENTERTAINMENT



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# Why Choose ASCENT *behave*?

- We are the only Sales & Marketing Agency in Canada offering extensive PR Programs
- We offer in-house promotional video production in tradition film and VR
- 3<sup>rd</sup> party representation is far more cost effective than employing full-time Sales
- Save on expensive flights and hotel accommodation, by utilizing local representation
- Our exceptional Sales, PR and Marketing programs.

Our unique relationships with iconic destinations and marquee brands along with our ability to package these into customized programs to meet a clients needs are what separate Ascent from the average agency.

***We are passionate and successful in driving revenue for our luxury Hotel & Real Estate Clients!***





# Client Testimonials

Client:

David Hopkinson

Executive Vice President Madison Square Gardens Sports,  
President Team Business Operations  
New York Knicks (NBA) and the New York Rangers (NHL)

*I have known Tamara Moore for more than 20 years. I have utilized the services of her Communications company, Ascent Behave for VR Production when I was CMO of Maple Leaf Sports and Entertainment. She and her company exceeded our expectations in service and product. I also had the pleasure of working with Tamara and her company from a PR, Marketing and Sales perspective with MLSE's charitable foundation, The President's Club, of which Tamara was the first female member of the team. I highly recommend Tamara and her company.*

# Client Testimonials



Client:  
Bryan Guillot, Director of  
Sales, Seven Stars Resort

*Ms. Tamara Moore & her company, Ascent have been instrumental in marketing our luxury resort to the Canadian travel market and her highly desirable database of clientele. Tamara's skills in developing relationships with her clients is quite remarkable and her network of business contacts is expansive. Tamara specifically pushed out a direct promotion to her data base that produced over \$100,000 of room revenue within a 60 day need period for our resort. She continues to develop profitable long term business for our hotel and works well with our team on property. Clearly, Tamara would be an asset to an organization seeking to retain their customers , gain new ones and increase revenues.*



Client:  
Federico Moreno-Nickerson | Director, Caribbean & Mexico Product Development  
Voice: 954.745.3872 | Fax: 954.745.3871| Mobile: 305.890.9003, Classic Vacations, LLC - Fort Lauderdale Satellite Office  
101 NE Third Avenue, Suite 1720 | Fort Lauderdale, FL 33301

**Tamara Moore's extensive luxury travel experience and media background (particularly TV and print), provide her with a special talent that enables her to clearly articulate and communicate the finer qualities of the resort she represents in succinct fashion and offer a compelling message to attract new clients.**

# Client Testimonials

Client:

James Duthie, Gemini award winner, author and host of TSN's extensive NHL coverage, including the award-winning NHL on TSN.



*Tamara is Canada's Go To Girl for Luxury Experiences. T (as I call her) blew my mind with the trip and experiences she arranged for me and my family at an over the top the property I never could have found on my own.*

Client:

Dane L. Underwood | Managing Director | West Bay Club, Grace Bay Beach | Providenciales, Turks & Caicos Islands, B.W.I.



*I am writing you to provide information and recommendation to Ms. Tamara Moore & her company, Ascent Destinations. I have personally known Tamara since 2007 and have worked on 2 successful resort / hotel projects directly with her. She has been instrumental in marketing four luxury resort properties in the Turk & Caicos including West Bay Club, Seven Stars, Villa Del Mar and Gansevoort Turks & Caicos. Tamara's skills in developing long lasting relationships with her clients is quite remarkable and her network of agents, wholesalers and business contacts is expansive. Most recently Tamara has taken our luxury boutique resort under her wing and increased sales by 27% in four short months in the Canadian market.*

# Client Testimonials

Client:

Executive Decision Maker

David Hyma, Former Executive  
& Managing Director, BMO Nesbitt Burns



*Tamara and her Ascent Team offer a combination of exceptional service, bespoke hotels, once in a life time experiences and interaction with outstanding individuals. I had the pleasure of spending time with her and experiencing this first hand. Her loyal relationships serve her well and instill trust in her clients. I would highly recommend her and her company for any and all VIP experiences.*

Client:

Sales Leader

Sarah Adcock,  
National Accounts Director, LG Canada



*Ascent is unsurpassed in creating unique, experiential client experiences that leave a lasting impression- from helicopter transfers to exclusive islands and Lifestyle of the Rich and Famous Resorts to celebrity encounters and experiences with the likes of Sasha Baren Cohen and watching filming of ABC's hit show the bachelor. Tamara and her crew never fail to exceed expectations and provide exciting surprises along the way.*

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## CASE STUDY: ALBANY BAHAMAS

### TASK

We were tasked with securing PR, Sales and Marketing contracts to launch the hotel division of Tiger Wood's luxury resort in the Bahamas.

### IMPACT

For 3 years we secured Luxury wholesale contracts in Canada and the US with luxury tour operators and consortia. Achieved Media coverage globally in Tier A outlets including Architectural Digest, The Globe and Mail, Travel and Leisure. Set branding standards. Increased Real Estate Sales and drove Social Media engagement and chatter resulting in ROI that exceeded client's expectations.





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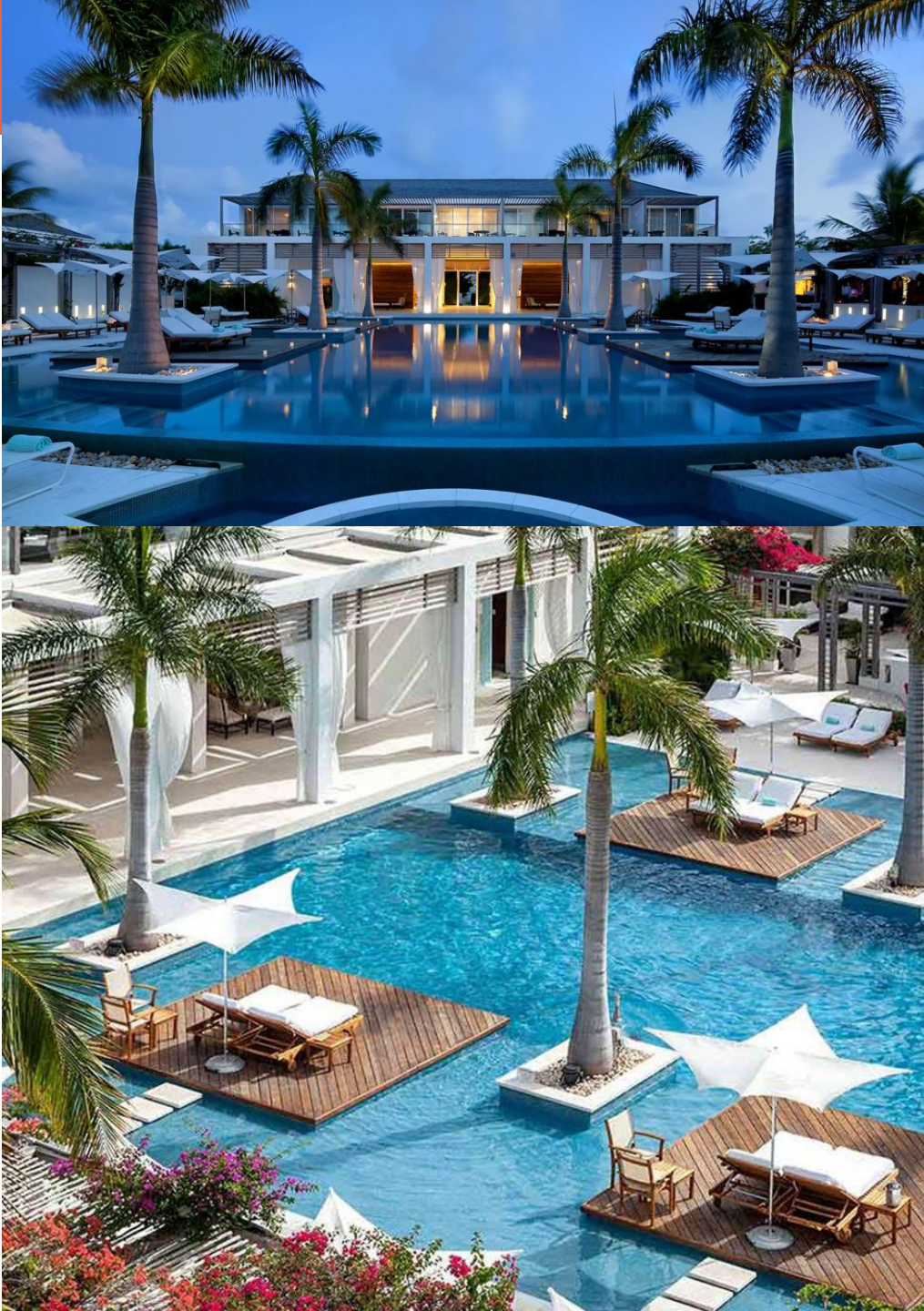
## CASE STUDY: GANSEVOORT TURKS AND CAICOS

### TASK

We were tasked with finding a Management partner for a new luxury resort opening in Turks and Caicos, securing PR, Sales and Marketing contracts to launch the hotel division of Tiger Wood's luxury resort in the Bahamas.

### IMPACT

We worked with this client for 3 years. We secured the award winning Gansevoort Hotel Group to manage the hotel. Secured luxury wholesale contracts in Canada and the US with luxury tour operators and consortia. Achieved Media coverage globally in Tier A outlets including Conde Nast Traveller, Travel and Leisure, The Globe and Mail, Dreamscapes Magazine. Established branding standards, sold real estate, secured hotel bookings and exceeded our KPIs.





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## The Team - Principles

Tamara is an entrepreneur and founder of Ascent Behave, a luxury lifestyle and travel communications agency. She is also a Managing Partner of VR North, a Virtual Reality Production and Experiential arm of the Company. Ms. Moore recently became appointed Executive Editor of Canada's most prestigious travel publication, [www.boldtraveller.ca](http://www.boldtraveller.ca)

Known as a TV personality, host and announcer, she starred in an NBC Universal's *Apres Ski* TV series. Other professional accomplishments include brokering the partnership to bring the exclusive Gansevoort Hotel Group to the Turks and Caicos Islands. Tamara appears as a luxury lifestyle and travel expert on *etalk* and the *Global Morning* show (combined segments reaching over 1.5 million viewers). Tamara began her career 20 years ago working in sales for The NBA's Toronto Raptors and followed that by producing hit TV series for the *Slice* TV.

Jameel Bharmal is a Managing Partner in VR North and one of the founders of Tricon Films & Television having created, written and directed almost all of the company's shows. Notably being the creator, writer, director of *Matchmaker*, *Restaurant Makeover*, *The Next Star* and most recently executive producing shows for Bravo, History and E! Network. His shows have been broadcast in over 120 countries and he loves long walks on the beach, but hates sand in the house.