CREATIVE COLLECTIVE

TOUS

PRESENTATION 09-12-24



Concept, Design, Copyright & Intellectual Property of Creative Collective
by Nadia Films LLC 2024

AGENDA

- Introductions - Meet Creative Collective Team
- About Creative Collective
- Launching a new TOUS store in LA
- Scripts & AI demo videos for GM, LM & GZ-Alpha
- Print, Outdoors & Digital
- Data & Media Planning Ideas
- Next steps & Questions

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TEAM

Nadia Voukitchevitch | Owner | EP | Director

Robb Hart | Co-Owner | Creative Dir | Editor

Roy Pari | Creative Art Director

Maite García Heydarkhan | Assoc. Creative Dir

Javier Zavala | Media Director

Ravi Swami | AI Video Creator

Nati Bujalance | Production Manager

Isabella Ersoz | Assistant to Exec. Producer



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CREATIVE COLLECTIVE

WE ARE



Creative Collective – a global division of Nadia Films is harnessing the power of multi-faceted collaboration by bringing together a diverse team of very experienced content creators, able to craft any size project, from large to small.

Allowing any brand to streamline the process, minimizing traditional agency overhead costs, while increasing sales and global reach. Creative Collective provides innovative and flexible solutions, driven by client diverse needs in today's ever-changing world.

Conveniently providing all aspects of content creation: from concept inception, research, data collection, production, casting, talent, post, VFX, AI, animation, music & VO recordings, through media planning & buying, distribution, comparable case studies and consultation services.

We are a one stop shop for everything your brand needs!

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WHY TOUS LA ?

TOUS currently has only two stores in California, the largest state in the US, which is a huge market that TOUS can really maximize.

With a population of over **337 million** * it has massive buying power especially the **Latin Market** (**62.1 million****) and the state of **California** has the **largest Hispanic/Latino population** that speak Spanish, and are often bilingual, and many who might know TOUS from living in Mexico or other Latin American countries.

This is why a **brand awareness campaign** in both ENG & SPA makes strategic commercial sense.

* Source: https://www.census.gov/popclock/
** Source: https://minorityhealth.hhs.gov/hispaniclatino-health



US Census 2023

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TOUS LA

While we know you have two stores in San Diego, we strongly encourage you to open a new one on Rodeo Drive, Melrose or Downtown LA where all luxury and trendy stores are located and you get a lot of local and tourist foot traffic.

It is important for any new customers and the loyal pre-existing ones to experience in person the quality of TOUS jewelry, its exceptional customer service and carefully handcrafted pieces much like TOUS steps pop-up in 2022.

Focusing on the West Coast is critical as California has the highest Latin population in the US - 2 out of every 5 Californians are Latino. Latinos are the largest ethnic group in the state at 40%. (unidosus.org 2022) There are currently two stores in all of California, and a total of 9 including franchises in US.

The grand opening of these TOUS stores would coincide with the launch of the proposed brand awareness campaign that can also be used for seasonal promotions. We would invite all celebrities, not just Latino celebs, but also influencers, Tiktokers, Chamber of Commerce, all Embassies from Latin America, etc...

See on the next slide an option of where a TOUS store could be in LA:

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TOUS LA



413 N.Rodeo Drive, Beverly Hills, 90210 (6,000 sqft / 558 m²)

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Nadia ♥ TOUS

Storyteller, filmmaker and documentarian at heart, Nadia is a loyal customer of TOUS since 1985 when she lived in Spain. She was inspired to write and direct this campaign due to her love of TOUS and what she believes and knows firsthand that TOUS represents. The sharing of similar philosophies of life makes for a perfectly aligned mission.

Nadia's passion for colorful gems and gorgeous handmade jewelry like TOUS's started with her grandmother & namesake, Nadja de Uthemann von Krauskopf who had an incredible collection of valuable pieces, many made by fine jewelers Grachev Brothers (1866) who were appointed court supplier by Tsar Alexander III in 1892. Her family were close to Carl Fabergé and coincided later in Geneva after fleeing St. Petersburg in 1917. Her Grandma' also helped Coco Chanel start her business by becoming one of her first patrons when they met at the Beau-Rivage Hotel. Nadia's late father often drew designs and had Cartier and Tiffany's custom make pieces for her mother that he surprised her with on special occasions such as their wedding anniversary, and even for no reason at all :)

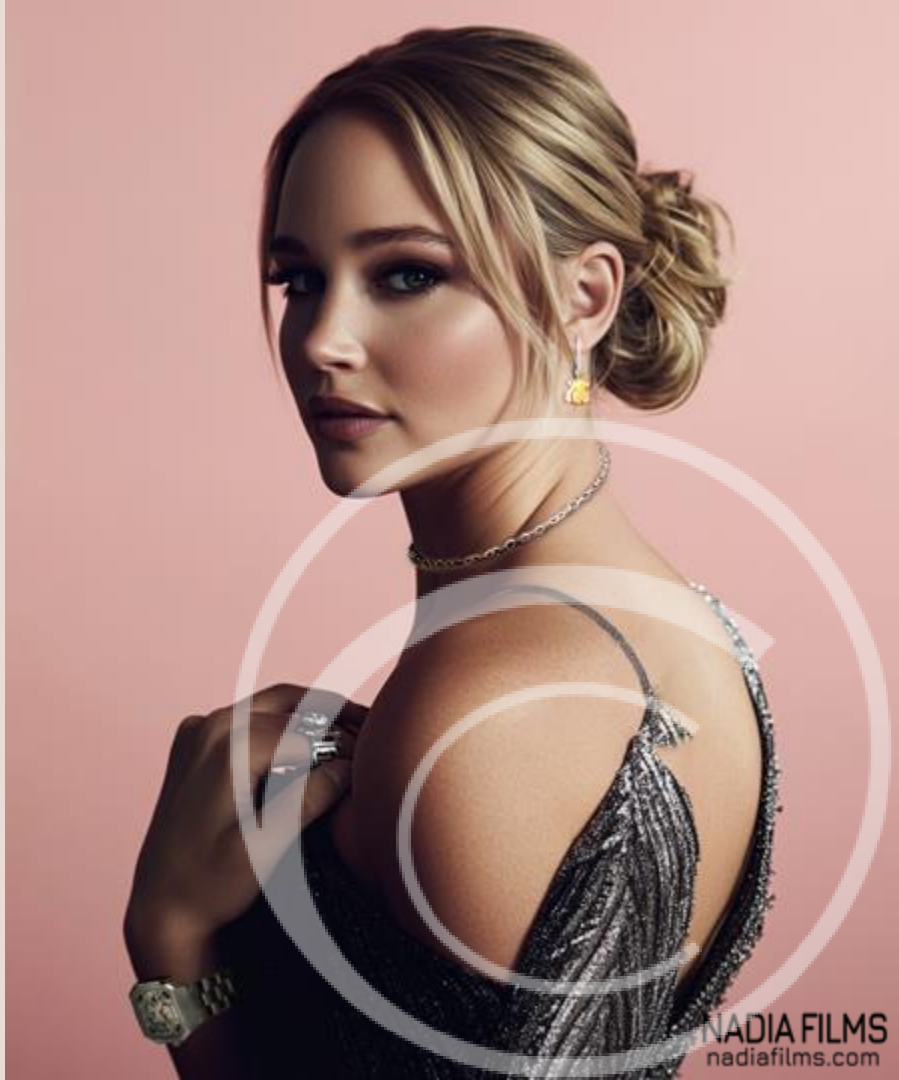
Wherever Nadia goes in the world, when wearing TOUS pieces combined and layered with other luxury brands, she always gets compliments from people from all walks of life, who truly admire TOUS's unique designs, iconic bear, and quality of craftsmanship!

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JLAW- Gen Market

The Creative Collective hopes to demonstrate with this proposed brand awareness campaign, featuring global and diverse celebrities, such as Jennifer Lawrence, TOUS's vision of versatile women and men, who embody adventurous, sustainable, bohemian, sweet and intriguing stories.

The viewer will see themselves represented in these celebrities who are passionate about life and all things beautiful-elegant that represent TOUS's luxury at accessible prices and also highlights TOUS Atelier for those with more refined and sophisticated taste.



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TOUS

AI VIDEO-DEMO for BRANDING AWARENESS-CAMPAIGN for US GM – ENG with Jennifer Lawrence

EXT. NIGHT - A dark, wet alleyway in downtown LA. Water splashes up from stiletto heels walking away from the camera, and light reflects from overhead street lamps. The camera slowly tilts up after following the stiletto heels for a few beats, revealing a woman wearing a ¾ length black coat that shows off her long legs. Jazz music is playing in the distance.

She stops under a neon sign above that reads: "JAZZ CLUB." The Doorman makes a gesture for her to show her Membership card, and she pulls out a little TOUS Oso Bear trinket and flashes it very discreetly; we do not see her face; he opens the door for her, nodding his head downwards- implying she is a regular.

CUT TO: INT. NIGHT CLUB_ This smokey club has a speakeasy vibe. It is not too packed, just a few couples sitting at tables enjoying the jazz band playing on a small stage.
The Host takes her coat, and we reveal her bare shoulders and black dress with a V back and a long elegant TOUS gold chain hanging from the back, catching the light of the nightclub. We still do not see her face.

ECU on the saxophone interior, piano player hands, the band playing vigorously, and a lady singing on stage in a sequined-long dress with a Carmen Miranda headgear.

CUT TO: The Waiter brings her a lemon drop cocktail with a fine, thin diamond bracelet dangling decoratively from the rim of the glass.

A gentleman is sitting nearby. He raises his glass—he looks like the model David Gandy — he smiles mischievously at her.
CAMERA reveals her wearing an identical bracelet on her right wrist. She does not look at him but smiles as she watches the band on stage.

CUT TO: The Saxophone interior as the CAMERA drains itself inside in a downward swirl as we enter a MONTAGE of vignettes of her day:
SHOT OF: JLAW exiting her loft wearing a black & white outfit like Audrey Hepburn, she waves to her Doorman.
CUT TO: JLAW grabbing her coffee at her favorite patisserie, Bianca's in Culver City.
CUT TO: JLAW doing an interview for a Podcast at a nice Studio.
CUT TO: a Photoshoot at Smashbox studios.
CUT TO: JLAW walking down Rodeo Drive and seeing the NEW TOUS STORE window - going inside trying on multiple pieces of jewelry.
CUT TO: JLAW having pasta with a baguette with a girlfriend for dinner at Petit Trois.
CUT TO: an art gallery opening on Washington Blvd where she is looking quizzically at some abstract art or an odd NFT, and her head turns sideways to appreciate it better.

CAMERA PULLS BACK speed ramping back into the Saxophone and then shoots out to show JLAW sitting at her table as we reveal all the TOUS Jewelry she is wearing that night, DAVID GANDY has left the Jazz Club. CUT TO: a $100 bill on his table, CUT TO: JLAW who gets up to dance to the music.

ANNCR: "**Wear your passion**"

END CARD: *TOUS fine Jewelers since 1920*
VISIT OUR NEW STORE TODAY IN LOS ANGELES
TOUS WEBSITE

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“Wear Your Passion” - Storyboard

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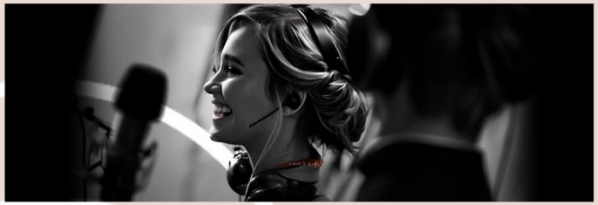
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U.S. Latin Market

For the largest ethnic group in the US- Latin & LatinX Market, we pictured a Sofia Carson, Eiza González, Olivia Rodrigo or Isabela Merced to play this adventurous woman who leads many different lives in her every day work.
Someone like Sofia, Eiza, Olivia or Isabela is relatable in the US Latin Market and is a lively - charismatic celebrity who is accessible with a beautiful tender smile. Added bonus is being bilingual, they are perfect for this campaign to represent the Latina woman living in the US!!!

Sofia starred and produced “Purple Hearts” which became “one of Netflix most successful movies ever”* and she has over **20 million followers on IG.** She has a recognizable face from being on Disney’s “Descendants” for several seasons, prior to that on “Austin & Ally,” “Faking It”and other popular TV Shows. **Olivia Rodrigo** has almost **38 million followers on IG.**

*Source: Forbes Aug 2022



SOFIA CARSON

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U.S. Latin Market

These celebrity Latina women who live and value the importance of the US Latin bilingual culture are powerful bilingual & cultural influencers and artists. In addition being renowned actors in big Hollywood movies., they can sing, dance, act and are independent women entrepreneurs.

Eiza is totally bilingual, no accent when speaking either language. She sang and spoke in at least 3 languages in “The Ministry of Ungentlemanly Warfare” directed by Guy Ritchie and is starring in “Ash” by director Flying Lotus. She is the face of famous tequila brand Casa Azul and is of Mexican origin which is over 61%* of the Latin Market in the US.

How do these Latina women embody what TOUS stands for?
Statistically, the US Latin Market is dominated by Latina women buyers; they are the ones purchasing for the Latino households regardless of income status.
TOUS is known for being run primarily by women, with 80% of its employees being women back in 2008.** Tous continues to empower women in positions of leadership til this day, with Alba and Rosa Tous at its helm. TOUS universally, symbolizes beauty, jovial sophistication, luxury, a loving-tender caring family that values quality and brings you their jewelry and products at accessible prices while practicing sustainability and supporting non-profits..
These highly accomplished women model these same values in their everyday lives and will always be Latina at heart and when it comes to family.

*Source: https://minorityhealth.hhs.gov/hispaniclatino-health
**Source: Anna R. Alós “Los Tous Historia de una familia, una empresa y un osito hecho joya.” (2008)

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EIZA GONZÁLEZ

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U.S. Latin Market

When writing this script, Nadia was inspired by the versatility of the TOUS brand - how you can wear a variety of jewelry during the day and easily layer them and accessorize for the evening without having to stop by your house to change, if you are a busy woman like Sofia or Eiza. Unique to the HOLD campaign, where you create your own pieces using pre existing ones that TOUS provides to select from.

In this spot, you see how she has many different layers and facets to her vibrant life and how she lives boldly and unapologetically, while wearing her passionate style everywhere she goes. There is even a twist at the end keeping the viewer engaged and intrigued until the end. These scripts were written purposely as vignettes - modular, so you can build on them or replace one for another at your leisure and add on promotions as well throughout the fiscal year.

The music in this spec was selected for its element of freedom and *joie de vivre* that the Latina woman has in the US, unlike Mexico or Latin America, she can become whatever she chooses to be in the U.S, even President!

We would recommend an artist like Karol G, Kali Uchis, Maluma, BZRP, Lismar Becky G, Sofia Carson or Shakira to do an original score for this particular spot.



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TOUS

SPANISH-LM WITH ALT ENDING- MODULAR
AI VIDEO-DEMO for BRANDING AWARENESS CAMPAIGN for US- LM with Sofía Carson/Eiza González or Isabela Merced

INT. DAY - Open on a Preschool. We see little children with their Teacher, Sofia A little shy boy shows her his picture of his teddy bear. It is almost identical to the TOUS bear that Sofia wears. She thanks him with a huge hug. CUT TO: Ana saying goodbye at pick-up. CUT TO: Sofia astride her Indian motorcycle as she is about to burn rubber and speed away into the sunset.

MONTAGE of vignettes:
EXT. NIGHT. Downtown LA- various locations on the street.
She rescues homeless pets and places them in safe and warm homes, placing a special TOUS collar around their neck as she hand delivers them sweetly to their new pet Owners. The light catches the shine on the TOUS bear charm on their collars as she places them in their loving arms.

CUT TO: We see her applying ECU Chanel Rouge classic red lipstick in a changing room with bright lights around the mirror. Then a curtain opens, and we see she is counting to ten as a guy is on the ground of a boxing ring in agony and cannot get up. The crowd around them is going wild, yelling...
She works as a Referee for underground Lucha Libre fights. We see blood flying everywhere, yet she remains posed, unfathomed, standing tall and proud in an all-white elegant custom-made Referee outfit all decked out in TOUS ATELIER jewelry without getting a single drop of blood on her.

She grabs the winner's hand firmly, raises it high in the air, and announces the name of the Luchador.
You see a bright red TOUS watch on her wrist, showing it is nearly midnight.

CUT TO: At a food truck, she is eating a typical medianoche Cuban sandwich; she dumps the wrapping in the trash can and jumps into the vehicle with Government license plates.

CUT TO:
She suits up in a military locker room in an all-black Special Ops uniform that is custom-made to look more feminine and sexy—almost like Tomb Raider or Catwoman. She straps on a holster belt and multi-use TOUS fanny pack. She jumps into a helicopter Apache that is already moving and taking off the ground.

CUT TO: We see her sliding down a rope into a courtyard in an exotic tropical setting. She takes out all these armed men without killing them, James Bond Style. She enters a dark chamber and rescues a little boy who was being held captive. Sofia pulls a cute little TOUS bear charm on a keychain from her bulletproof vest and hugs the boy.
CUT TO: Her typing into her TOUS smartwatch: "MiSióN CUMPLIDA" (MISSION ACCOMPLISHED)

ALTERNATIVE ENDING TO BLEND WITH GM SPOT:
FADE UP: to Sofia passing thru the velvet curtains that open up into the JAZZ CLUB- speakeasy type vibe where she taps JLAW on the bare shoulder and she turns around looking a little pissed thinking it's the Model, who bought her the lemon drop, only to discover it is a BFF, Sofia and they both smile, and give each other a huge hug and start dancing away the night.

ANNCR: **"Déjate llevar por tu pasión"**

END CARD: *TOUS joyería fina desde 1920, joyas universales que te hacen sentir especial cada día y en todo momento.*
VISITA HOY NUESTRA NUEVA TIENDA EN BEVERLY HILLS.
TOUS.COM

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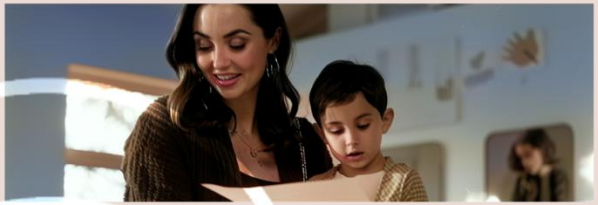
“Déjate llevar por tu pasión” - Storyboard

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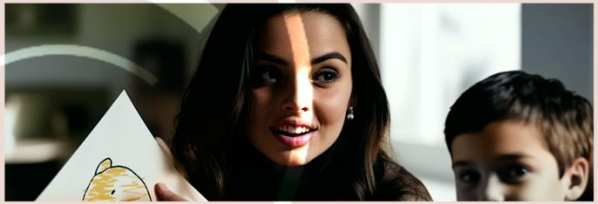
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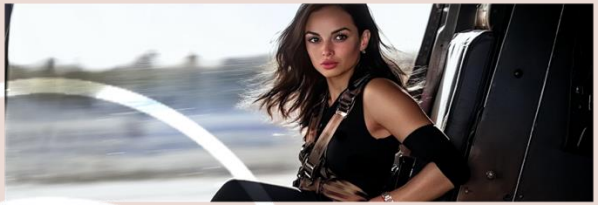
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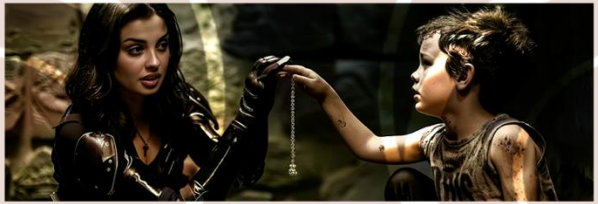

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Timotheé-GEN Z

We found that multilingual global celebrity Timotheé Chalamet who has almost 20 million followers on IG and loads of videos on Tiktok, would be a wonderful representation of Gen Z & Alpha (estimated 2 billion by 2025 per Britannica.com) in the US.

He has demonstrated with his daring androgynous fashion style that he is very much in tune with fire designer LDSS with whom TOUS recently collaborated for Fashion Week in NYC. His tender, yet clever, and humble demeanor align perfectly with TOUS philosophy. Every red carpet he walks is a strategically eloquent moment to show-off TOUS jewelry, bags, hats, sunglasses, perfume, scarves, all accessories as well as luggage.

The music for this spot could be Taylor Swift, SZA, Laufey, H.E.R., Post Malone or Doja Cat.

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TOUS

ENG-GEN Z

AI VIDEO-DEMO for BRANDING AWARENESS CAMPAIGN for US GM GenZ – with Timotheé Chalamet

INT. DAY – STUDIO LOFT PHOTO SHOOT
We see Timotheé dressed in a Gucci black outfit giving direction to his Lighting Director who is adjusting lights on a white set where a female and male model are posing for a print catalogue or magazine spread. He's wearing a bright pink silk TOUS scarf wrapped around his neck very French style and cool TOUS chrome color shades on his head and is working passionately as a Professional High Fashion Photographer shooting models indoors and outdoors- occasionally he checks his gold TOUS smart watch for the time.

MONTAGE of vignettes:
Various locations like Central Park – Getty Center Gardens, Getty Villa in Malibu, downtown Guggenheim Walt Disney Auditorium, Dorothy Chandler Pavilion, Huntington Library Gardens, and downtown BROAD Museum, and alleyways. In every close up shot of him taking pictures we feature his TOUS watch, bracelet, necklace- silver chain, and also a crossbody bag around his back where he will often reach for a camera lens or light meter.

EXT. DUSK_ Broadway in Downtown LA
He finishes his shoots and is walking down Broadway in DTLA with a huge grin on his face satisfied with a very productive day of exhilarating fun work. As he happily strolls down the street, all these girls and boys stop and take a double look at him as he walks by...he is polite and humble, but is more attracted to a TOUS storefront that caught his eye, and pops-in.

CUT TO:
INT. NIGHT. APT. We see from behind a young woman opening the door and in pops Timotheé with a huge smile and open arms for an embrace- carrying a bunch of TOUS shopping bags filled with gifts for his baby niece and his sister who kisses him goodbye after opening an unexpected TOUS jewelry box with a beautiful pearl necklace and a bottle of TOUS perfume. His sister has on a Nurse uniform and heads out the door to go work the night shift at a hospital, but first passes him a glass of white wine and a slice of cheese pizza. Timotheé thanks her and stays home playing with his baby niece in the playpen, trying on different TOUS baby clothes that he just bought her, feeding her dinner of messy carrot purée – using a silver TOUS baby spoon.

We end with Timotheé laying on his back on the carpet and lifting up his baby niece over his smiling face as she giggles with joy and happiness. He continues the up and down motion, and she loves it! Circle out to fade black. Baby might also have TOUS earrings on and a thin gold bracelet.

ANNCR: "**Wear Your Passion"**

END CARD: *TOUS fine Jewelers since 1920, timeless pieces making you feel special every day all day.*
VISIT OUR NEW STORE TODAY IN LOS ANGELES
TOUS WEBSITE

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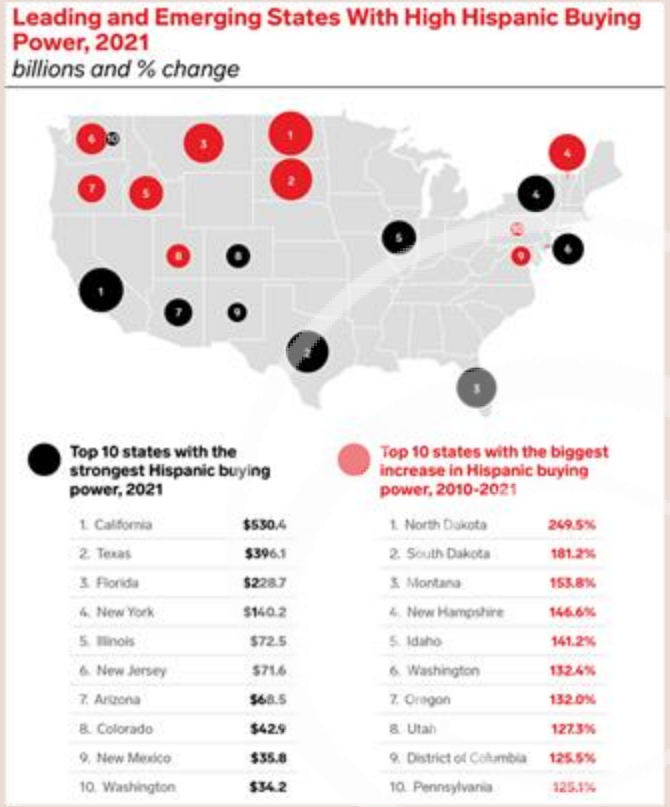
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DATA & MEDIA

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Hispanic Market Growing in Size and Economic Power

- In 2024, Hispanic buying power is projected to reach $2.4 trillion
  - $2.0 trillion in 2021
  - Hispanic women represent $1.3 trillion
- Represents 12.1% of the total U.S. buying power
- If the Hispanic market were its own economy, it would be the 7TH largest GDP in the world
- Roughly 68% of Hispanics are under the age of 44
- Hispanics will account for a quarter of the U.S. population by 2050



Source: Selig Center for Economic Growth, June 2022

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Hispanics Are a Young, Diverse and Dynamic Segment

- Cultural Insights

Hispanics are largely bilingual and bicultural, with 75% speaking Spanish at home

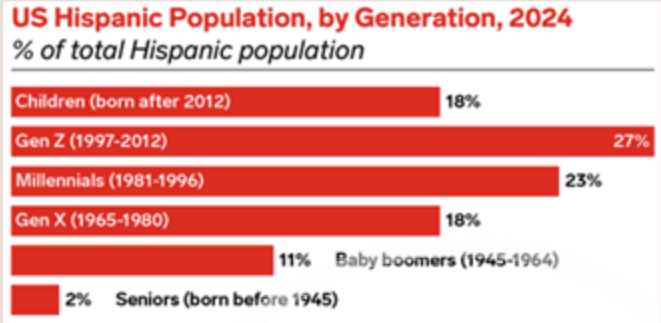
- Advertising in Spanish

88% of U.S. Hispanics appreciate businesses that speak to them in Spanish

- Anything but Monolithic

Although unified by language and aligned in media usage, the group is diverse by region, acculturation, race, and country of origin

Those of Mexican descent make up the largest populations in most states



Source: US Census Bureau, US Population Projections 2023-2100

US Buying Power*, by Hispanic Ethnicity, 2021**

	Population (millions)	Buying power (thousands)	Hispanic buying power (% of total)	Per capita buying power (thousands)
Mexican	38.4	$1,168,878	56.1%	$30
Central American	6.1	$190,440	9.1%	$31
Puerto Rican	6.0	$218,266	10.5%	$36
South American	4.0	$188,186	9.1%	$47
Cuban	2.5	$113,073	5.4%	$46
Dominican	2.2	$71,375	3.4%	$33
Spaniard	0.9	$50,828	2.4%	$58
Other Hispanic or Latino	2.4	$83,486	4.0%	$34
Total	**62.4**	**$2,084,531**	**100%**	**$33**

Source: Selig Center for Economic Growth, "The Multicultural Economy 2022"

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Hispanics Are One of the Most Digitally Active Groups

Social Media – 82% of U.S. Hispanics are more likely to connect with brands on social media than non-Hispanics

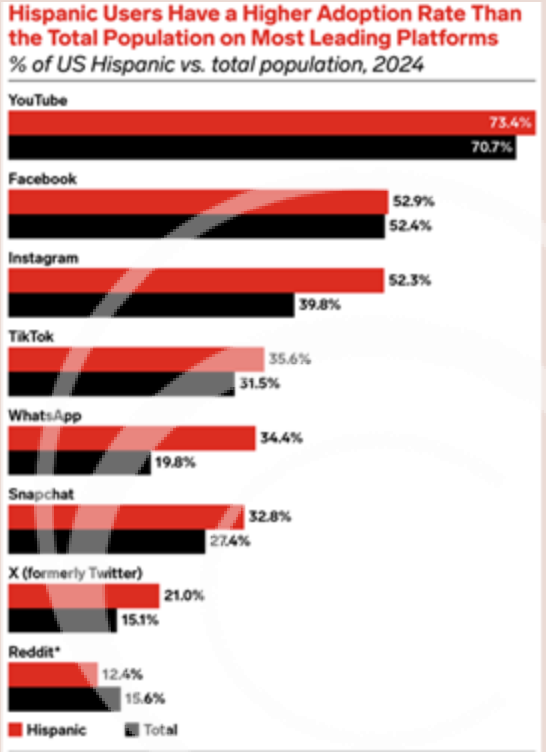
Digital Video – Viewers spend over half (50.7%) of their total TV time streaming content

Share of Time Spent With TV/Streaming Platforms Among US Hispanic Adults, July 2023

% of total

Streaming	**50.7%**
—YouTube*	16.3%
—Netflix	13.1%
—Hulu**	3.5%
—Amazon	3.4%
—Disney+	3.0%
—Max	1.7%
—Paramount+	1.1%
—Other streaming***	7.0%
Broadcast	**18.8%**
Cable	**16.2%**
Other	**14.3%**

Source: Nielsen, "Hispanic Audiences in Focus," Sep 15, 2023



Source: eMarketer Forecast, Sep 2023

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Marketing Opportunities

Capitalize on the popularity of Social and Streaming Platforms and Beauty & Lifestyle Sources

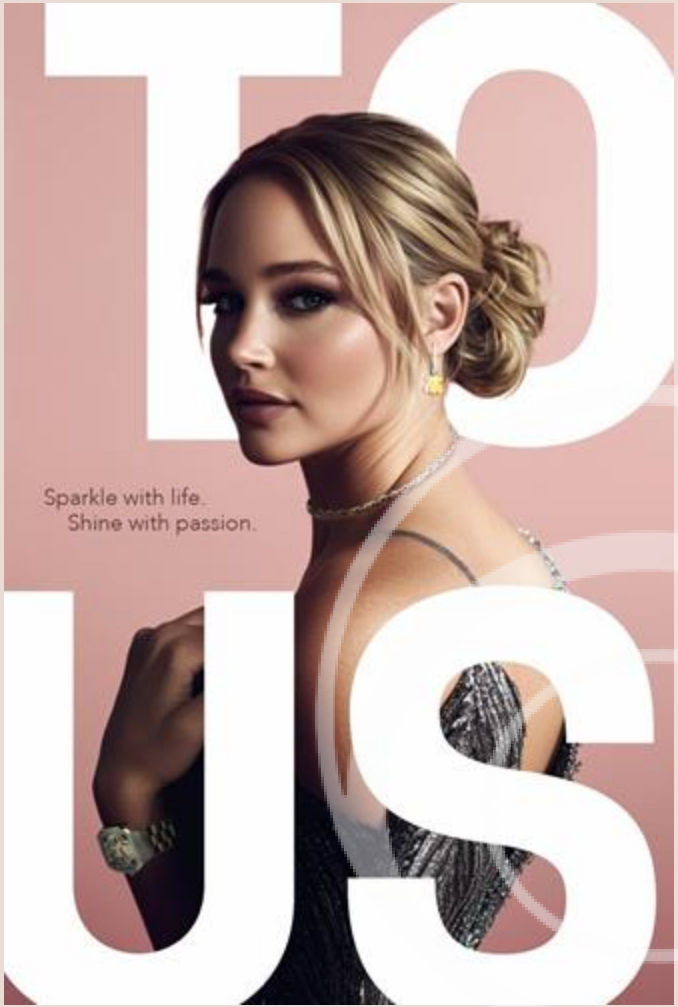
- Increase Brand Awareness of TOUS and highlight its jewelry, accessories and fashion offerings
- Generate engagement with the use of celebrity ambassadors
- Redirect consumers to point of sale destinations

Media Recommendation

- Social (On-line Video & Display)
- CTV & OTT (Video)
- Print (Magazine)
- OOH (Static & Digital)
- In-Theatre: AMC, Regency (Video)
- TOUS U.S. YouTube Channel
- Concert Tours ex: Taylor Swift, Ken Carson, Shakira (90M Followers)

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PRINT



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Next Steps

– Feedback from TOUS US Marketing Team

– Commission a full creative proposal

– Review a timeline, budget & deliverables for the campaign

– Greenlight production & distribution

– Questions

A huge **THANK YOU** to Carmen, Sandra & Ignacio!!!

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