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media

#PASSIONPROJECT CUSTOM PROGRAM



# #PASSION PROJECT CUSTOM PARTNERSHIP

## OVERVIEW

### Lonny Tastemakers Section Sponsorship

- Exclusive sponsorship of editorial section dedicated to insider profiles of creatives, artists and entrepreneurs from the worlds of design, entertaining and travel

### #PassionProject Custom Gallery

- Native advertising opportunity for American Express to seamlessly showcase #PassionProject content amid Lonny editorial



# TASTEMAKERS SECTION SPONSORSHIP

American Express will leverage Lonny's *Tastemakers* editorial section to raise awareness for the #PassionProject campaign. From interior decorators and fashion designers to authors and chefs, the *Tastemakers* section brings readers inside the passion projects of creatives and influencers who are making an impact on the design world.

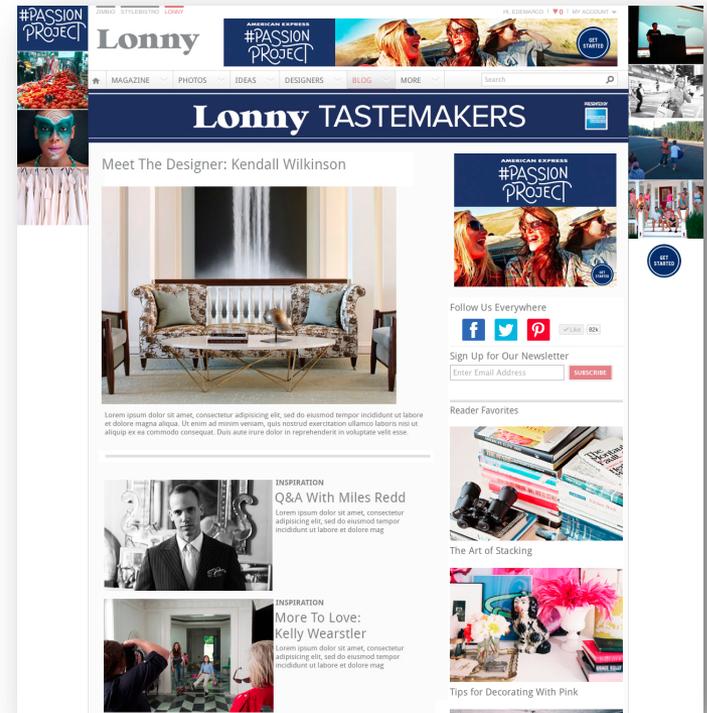
## DETAILS:

### *Tastemakers* Section:

- Content may include:
  - Lonny Loves: Intimate discussions with industry influencers catching editors' attention NOW
  - Designer Q&A: From the most established to rising stars, discussions that uncover their inspiration, initiatives and plans
  - Tastemakers on Social: Editors scour all social media sites to share the most stylish and inspiring snapshots and posts

### Sponsorship details:

- Exclusive sponsor – 100% SOV of section (custom skin, leaderboard and m-rec) including co-branded section header
- Editorial promotions:
  - Homepage feed inclusion, and co-branded social post
- #PassionProject Sponsored Gallery (see next slide)



# TASTEMAKERS SECTION SPONSORSHIP

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# Lonny

AMERICAN EXPRESS #PASSION PROJECT GET STARTED

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## Lonny TASTEMAKERS

PRESENTED BY AMERICAN EXPRESS

### Meet The Designer: Kendall Wilkinson



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**INSPIRATION**  
**More To Love: Kelly Wearstler**  
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Tips for Decorating With Pink

# #PASSIONPROJECT CUSTOM GALLERY

The custom [#PassionProject Gallery](#) – a native advertising content piece featuring exclusively American Express assets designed in the look, flow and format of our everyday editorial – will be integrated within Lonny's Tastemakers section to drive traffic and engagement with the [#PassionProject](#) initiative.

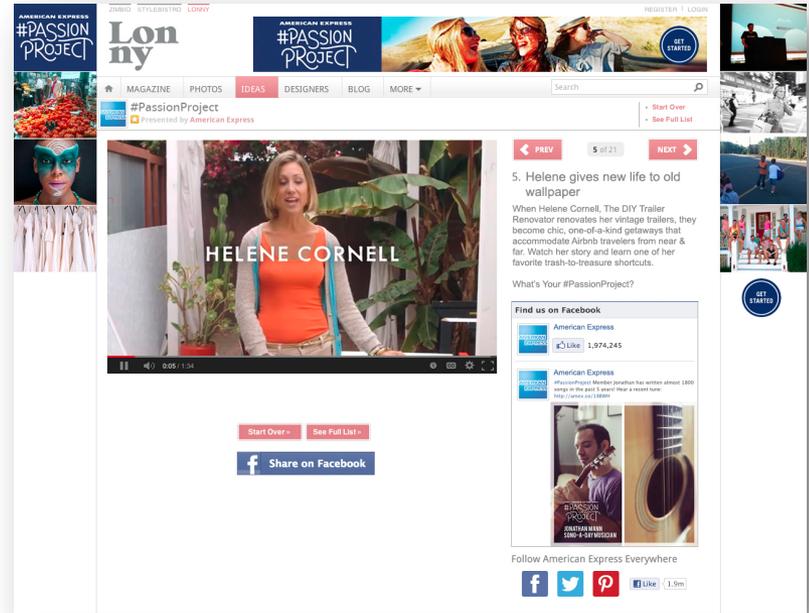
## DETAILS:

### #PassionProject Gallery:

- Native editorial slideshow special created by Lonny on behalf of American Express including:
  - American Express logo and custom headline with "Presented by" language
  - Up to 50 American Express videos and/or images
  - Copy written for each slide in Lonny's editorial voice with American Express direction, including direct links to brand site
  - Each image is shareable via Facebook, Twitter, and Pinterest

### Sponsorship details:

- 100% SOV of gallery – custom skin, leaderboard and custom social module to feature one American Express feed (Facebook, Twitter or Pinterest)
- Promoted editorially within the native flow of the homepage, Tastemakers editorial section and Lonny's social platforms



# #PASSION PROJECT CUSTOM GALLERY

American Express logo and custom headline

Editorial description

The screenshot shows a web page for the #PassionProject gallery. At the top, there is a navigation bar with the American Express logo and the text "#PASSION PROJECT". Below this is a search bar and a menu with options like "MAGAZINE", "PHOTOS", "IDEAS", "DESIGNERS", "BLOG", and "MORE". The main content area features a video player with the name "HELENE CORNELL" overlaid. To the right of the video is a list of program links, with the fifth item being "5. Helene gives new life to old wallpaper". Below the video and list are social media sharing options, including "Start Over", "See Full List", and "Share on Facebook". At the bottom, there is a section for "Find us on Facebook" and "Follow American Express Everywhere".

Program links

American Express social feed

#PassionProject Video Content

# LIVINGLY media



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STYLE  
- BISTRO

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