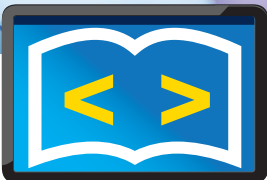


Content That **Informs**,  
**Educates** and **Engages**.



**HEARST Story Studio**

Creating content that informs, educates & engages.



## HEARST Story Studio

**Creating  
content that  
informs,  
educates  
and engages**

The Story Studio's team of researchers, writers and graphic designers develops custom editorial covering a wide range of topics. With world class technology, we deliver your story to a targeted audience to achieve three key goals:

1. To provide informative and educational content that will encourage engagement.
2. To provide our marketing partners with a platform to tell their story in unique and creative ways that will build credibility and brand awareness.
3. By creating content that resonates, the Story Studio maximizes reach by encouraging readers to interact with and share the content across their social channels.

Our writers work with associations and trade groups, thought leaders, and subject matter experts while maintaining a focused eye on developing a branded story for your business that builds connections. The Story Studio will design your content to appeal to a reader's interests while meeting your unique communication needs.

With a full Social Media integration strategy, gaming, video and other engagement tools, your branded content will be delivered to readers in formats that will create an experience readers will remember.

## Inform and Teach

Any effort to Influence an audience begins with awareness. Today, with an increasingly knowledgeable consumer base, awareness is bolstered by information and education.

May 2015

**Sponsor**

Super Natural  
British Columbia

Presented by: SUPER NATURAL BRITISH COLUMBIA [About sponsored stories](#)

### One-of-a-kind rainforest experiences in British Columbia

By SP SUPER NATURAL BRITISH COLUMBIA

Coastal rainforests are among the most rare and productive ecosystems on the planet. British Columbia's coastal rainforests have among the highest biomass per hectare of any ecosystem on earth. Trees here can live more than 1,000 years, reaching hundreds of feet into the air. Spend time in these green cathedrals to get up close to the rainforests' fragile web of life.

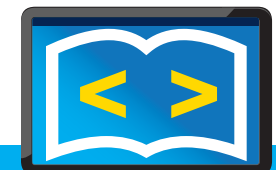
The [Great Bear Rainforest](#) is the largest tract of temperate rainforest in the world, which means there's plenty of room for a wide variety of fauna, making it one of the most bio-diverse areas on the planet. The rare, white Spirit Bear is found only in this area. Spirit Bears (also known as Kermode Bears) are considered by scientists to be the only white genetic variation of the black bear, and spying one deep in the forest almost gives you the feeling that you're seeing a ghost. Remember to breathe, because this special moment is something you'll want to remember.

Despite being the superstars of the Great Bear Rainforest, the Spirit Bears aren't the only animal around. There are also grizzly bears, humpback and orca whales, wolves, dolphins, and sea lions. With a stay at the [Spirit Bear Lodge](#), you'll be in the realm of the Kitasoo/Xai'xais First Nation peoples, and have a unique opportunity to learn from your guide about the ecological and cultural knowledge that has been passed down from generation to generation. Bring a camera, because this is truly a life-changing wildlife experience.

If you're looking for another example of remote rainforest, head over to [Haida Gwaii](#), a series of islands at the westernmost point of Northern British Columbia. Formerly known as the Queen Charlotte Islands, this region has been home to the Haida people for thousands of years. Get a little closer to the culture by taking a look at the buildings, artwork and totem poles in the communities. Some totem poles have been standing where they were first erected in the early 1800s. Don't leave the islands without visiting the hauntingly beautiful Gwaii Haanas National Park Reserve and Haida Heritage Site, and imagine what it would be like to live in the rainforest.

The Wild Within: 60 second TV Commercial

**HEARST  
Story Studio**



# Social Media Strategy

Telling a story can be the first step in developing an ongoing dialogue with your target audience.

Aligning a social media strategy with compelling content maximizes brand reach and engagement.

March 2015

**Sponsor**  
Napa Jazz

Presented By: LEGENDARY NAPA VALLEY

## Napa Valley art, wine, food converge during Arts in April

By SF Gate on March 20, 2015 4:05 PM

IMAGE 1 OF 4 (NAPA VALLEY)  
The view from Artesa Winery in Napa, CA.

**N**apa Valley explodes with color in the spring, not only from the blooming wildflowers and mustard plants, but also from the hundreds of works of art on display during Napa Valley Arts in April, a county-wide celebration of visual art. The month-long event features a full calendar of festive shows, a diverse range of exhibits and informative discussions. Throughout the month, each region receives its time in the spotlight, beginning with Napa and American Canyon and continuing through Yountville, St. Helena and Calistoga.

Arts in April kicks off on April 2 with **Napa Valley Collects**, held at the Napa Valley Museum in Yountville. The evening soiree and exhibit features works from masters such as Andy Warhol, Rembrandt and Andy Goldsworthy, culled from local private collections.

The **Engage Art Festival**, the cultural showcase's grand finale, merges the region's finest paintings, photography, sculpture and other mediums with the boutique wines and culinary masterpieces that Napa Valley is known for. Held April 25 and 26, the festival is a celebration of the region's art and culture. The Engage Art Fair features the region's finest artists, where attendees only see the finished product throughout the weekend, all the way through the weekend, all the way through the weekend.

Below are a few of the many events on the schedule, as well as lodging options in the region.

**American Canyon**

On Saturday, April 11, take a tour of the **Future Napa Valley** with the Napa Valley Associates. The tour will lead a tour of housing, retail and entertainment options in the region. April 11, 1 p.m. to 4 p.m. Highway 29.

The American Canyon Arts Center is located at 10000 Highway 29, Yountville, CA 94599. For more information, visit [www.american-canyon-arts.com](http://www.american-canyon-arts.com).

**Follow Legendary Napa Valley on social media**

Follow us on Twitter, Facebook, and Instagram.

**Janey Doe** @Janey

Culic Molten™ Duo: Now shadow melts to a molten luster. Introducing our first liquidified powder eyeshadow. <http://bit.ly/XSNOVEDskT>

4:26 PM - 4 MAR 2015

RETWEETS & FAVORITES

For more information, call 203-330-6238.

# Finding the Right Audience

In the information age, introducing a brand, product or service begins with telling a story that the *right* audience will be interested to read.

Delivering relevant content to readers who demonstrate interests, or show intent improves engagement and, ultimately, drives real awareness.

May 2015

**Sponsor**  
Roche Bobois Paris

Presented By: rochebobois

## A Partnership Between Two of the Biggest French Names

IMAGE 1 OF 9 (ROCHE BOBOIS - FURNITURE)

**A**n ultra-glamorous collaboration celebrating the love story between fashion and interior design. Roche Bobois, a leader in European high-end furniture, has always been in a class of its own. Known for its high quality, European know-how, and customization, each furniture piece is born of a close collaboration between the brand, designers, and manufacturers, many of which can be customized to specifically suit your needs. Much like the fashion industry, the company launches two furniture and accessories collections each year, mobilizing the creativity of dozens of international designers, artisans and European manufacturers.

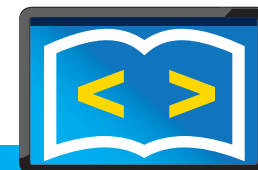
Roche Bobois continues to blur the lines between interior design and fashion, and the partnership with Jean Paul Gaultier is no exception. The collaboration began with Gaultier revisiting a few of his own furniture designs from the early '90s as well as re-dressing Roche Bobois' most iconic piece the Mah Jong Modular sofa. The Ben Hur armchair and leather chest of drawers that simulate suitcases are the designer's own design from the early '90s. Given the success of the first collection, the brand had asked him to continue to create new fabrics and pieces. Since then, the designer has re-dressed the Mah Jong with his original fabrics designed exclusively for Roche Bobois.

"As I am a fashion designer, I did what I know how to do best - I dressed the furniture like I dress people. I used my signatures: the navy stripe, the tattoo, the corsetry. Dressing furniture was a lot of fun as you don't have to worry about pins, and [the furniture] cannot complain that it's too hot, like models sometimes do."

Jean Paul Gaultier was born on April 24th 1952, in Arcueil, near Paris. Nicknamed "the enfant terrible of French fashion" both designer and stylist, he likes to shake up conventions, reformulate classics, and play with oppositions. Iconoclast designer, he reinvents prêt à porter, sends a quiver through Haute Couture, design outfits for show business stars, imagines fragrances, creates of "dresses" contemporary furniture. His sophisticated and unique vision and creativity, his talent, his playful spirit, and his charm have all made him a designer known and recognized worldwide.

The Partnership:  
A collaboration that is a reflection of the strong relationship between Fashion and Interior Design: creatively, aesthetic beauty, boldness and energy are the foundation of both disciplines, as are expertise and attention to detail. A collection that illustrates the creative and original imagination of the French fashion designer, combined with Roche Bobois' expertise.

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## Photos & Slideshows

Not all content is created equal. In addition to being informative, the best content is fun, instructional, timely and provides readers an opportunity to engage.

Taking advantage of a news platform to deliver lists and photo galleries drives interaction and brand retention.

May 2015

**Sponsor**  
The Pollen Mill

Presented By: **THE POLLEN MILL**

### 5 things to know before you decide to DIY your wedding flowers

By SF Gate on May 15, 2015 4:02 PM

My Sweetness Styled Photography

**W**e live in the age of Do It Yourself. There are entire websites, television networks, and magazines devoted to the Do It Yourself-er in all of us. We totally get it! Here are 5 tokens of insight if you are thinking you would like to DIY your wedding flowers.

**Timing.**

Professionally created wedding designs take at minimum two to three full work days (10 to 12 hours) to construct and often even longer. With these perishable items, floral designers understand time constraints pertaining to flowers. Florists know best practices to get wedding flowers looking their finest for their grand appearance. Many of these techniques revolve around timing. Your beautiful peonies do not come from wholesale marketers blown open and fluffy. Garden roses are tightly budded and can take from several days up to a week in the perfect environment to open into their full glory. And the hours it takes to coeve poppies out of their pods, forget about it! These are just the facts about timing for getting flowers to look their best. Constructing the floral designs is another beast. All of these things take time, lots of it. And if there is one thing a couple does not have a few days before their wedding, it is time!

**Technique & Knowledge.**

There's no appropriate price tag for knowledge. It is simply like the MasterCard commercials say, knowledge is priceless. Technique and learning all about plants and design are skills that take many weeks, even years, of practice, research, experience and collaboration. Floral designers are in constant cycle of practice-learn-practice-change-repeat. New techniques, products, fads, and even new types of plants and flowers are introduced several times a year!

Those simple hydrangeas centerpiece you think you can just plug into a cylinder vase, think again. Many flowers require a certain finesse in order to keep them looking beautiful and healthy. Those hydrangeas happen to be rather finicky and require proper techniques for preparation responsible for delivering loads of hydration to each stem. Moreover,

For more information, call 203-330-6238.

## Encourage Participation

Social Media has become an important marketing tool because consumers *want* to engage with brands.

By creating content that encourages participation you build brand ambassadors that want to be a part of, and help tell *your* story.

January 2015

**Sponsor**  
Honda Dealer's  
Association

Presented By: **The Northern California Honda Dealers**

### Your Honda Story Could Be in Honda NorCal's Next Short Film

Share your Honda story. Star in our campaign.

**T**he Northern California Honda Dealers Advertising Association is giving Honda owners an opportunity for their Honda "special moments" to be included in a short film produced and distributed online.

Your Honda "special moments" can include almost anything where a Honda vehicle has played a special role in your life, like:

- Going to college
- Driving you to the hospital for the birth of a child
- Your first vehicle owned as a married couple
- A memorable road trip taken in a Honda
- A Honda that's been in the family for generations
- Any unique modifications done to a Honda that display your personality
- Why you chose Honda over another car brand

The key is to tell your story the best way you can. Be emotional, factual, exciting, entertaining...whatever works best for you.

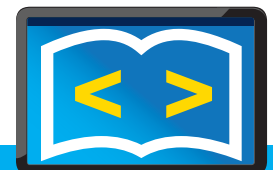
It's really easy to enter, just upload your entry to <http://bit.ly/1st0uiv> by Jan 31, 2015 at 11pm Pacific Standard Time. Your story must be 1,500 characters or less, and should include a photo showing you (or the owner) and the vehicle. Winning submissions will be featured in Honda's #NorCalGetsIt campaign as short films.

If you're selected as a winner your story will be re-imagined as a short film in Honda's #NorCalGetsIt campaign. A little tip...be sure to read the rules before you enter to make sure you do everything possible to chosen. And, don't forget to Follow NorCal Honda Dealers on Facebook: <https://www.facebook.com/norcalhondadealers>

Sponsored by: **The Northern California Honda Dealers**

Or, email [advertise@hearstct.com](mailto:advertise@hearstct.com)

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# Branding & Presentation

In a competitive landscape brand image and presentation can make one company stand out against the rest.

Branded content tells the story of your business in a way that establishes your brand as the market leader.

January 2015

**Sponsor**  
Sotheby's  
International Realty

Presented By **Decker Bullock** Sotheby's INTERNATIONAL REALTY

### Bill Bullock and Lydia Sarkissian present four Marin luxury estates for sale

By SFGate on March 16, 2015 2:19 PM

11 Circle Drive — Ross, CA

IMAGE 1 OF 43 | 11 CIRCLE DRIVE, ROSS

**C**irca 1926, gated Ross compound with grand residence of French Normandy stature, paved circular drive, and approximately 2 acres of large level lawns and gardens, terraces, patios and sparkling pool and spa. In the main residence, stunning sunlit kitchen, butler's pantry, breakfast room and adjacent family room, majestic living room with curved balcony, palatial dining room with adjacent terrace, and beautiful master suite with fireplace, stunning bath and spiral staircase to the private study with full bath. Six en-suite bedrooms, including the master suite, on the upper levels. Gym and basketball court, theater, private pool and spa, cabana, elevator, five enclosed garages and two separate outdoor kitchen and BBQ areas with bar, built-in seating and fireplaces. Six bedrooms, seven and one half baths in the main residence, separate two-story guest quarters with kitchen, fireplace and sunny patio, separate one-bedroom garage apartment and separate studio, in the heart of Ross.

For more information, visit the [official site](#), email [Lydia Sarkissian](#) or call at (415) 517-7720; email [Bill Bullock](#) or call at (415) 384-4000.

Click [here](#) to read more about 11 Circle Drive.

1 Cliff Road — Belvedere, CA

For more information, call 203-330-6238.

# Video

Video is the most impactful way to augment your story.

The Story Studio provides full video production to engage your audience and compliment your story.

December 2014

**Sponsor**  
PayPal x Munchery

Presented By **The Beaches of Fort Myers & Sanibel**

### Where to Find the Best Beaches in Fort Myers & Sanibel

By The Beaches of Fort Myers & Sanibel on 5/28/2015 12:48 AM

Few places in the world have such a wealth of sandy coastline, much of it undisturbed by man. Add a subtropical climate and warm Gulf waters and everyone's fantasy island vacation becomes reality. Families with kids find soft sand that's perfect for sandcastles, and several beaches with playgrounds nearby. Couples find solitude and secluded sunsets. Those who like to stay active find volleyball, shelling, cycling, kayaking and paddle boarding. Enjoy your favorite beach pastime on our shores.

Also, check out the video above for an all inclusive look at some of our best beaches. Dive in!

#### True Beach Getaways!

With so many islands, finding your perfect beach is easy. Ride the trolley or walk the boardwalks over tidal lagoons to [Lovers Key State Park](#), an isolated ribbon of beach skirted by fledgling sea outs. The rest of the world drifts away with only your loved ones to keep you company on this isolated and romantic beach. Farther south on [Bonita Beach](#), you'll find good shelling and the county's only off-leash dog beach. Or island hop by boat to the bridgeless islands of [North Captiva](#) and [Cayo Costa State Park](#). Remote and sparsely populated, you'll find wide-open beaches and a more exclusive selection of shells. For the less sea-worthy, [Boca Grande Beach](#) is accessible by road (\$4 causeway toll) on Gasparilla Island along with five beaches facing the Gulf of Mexico.

You also don't want to miss [Sanibel Lighthouse Beach](#)—the most frequently photographed vista of Sanibel Island. The lighthouse has been a landmark since 1884 when the entire island was a nature preserve. For a pristine and quiet beach, check out [Bowman's Beach](#), located mid-island on Sanibel off Sainbel-Captiva Road. There is plenty of room to stretch out and discover your own spot for swimming, shelling, windsurfing or sailing. Or enjoy the picnic

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By making your story part of the editorial experience,  
The Story Studio creates powerful brand  
engagement with readers.

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The Story Studio's team of researchers, writers and graphic designers develops custom editorial covering a wide range of topics.

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