



# PROJECT PROPOSAL

MIAMI LUXURY LIFESTYLE &  
ENTERTAINMENT BRANDING

PRESENTED BY:  
DIA'ANI MEDIA



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# INTRODUCTION

LUXURY LIFESTYLE & ENTERTAINMENT BRANDING  
MIAMI

DENNIS NICHOLS

Owner

Dia'ani Media is a boutique branding and advertising agency based in Miami, Florida. We specialize in cinematic storytelling, luxury identity development, and TV, radio, and influencer campaigns that elevate brands across entertainment, fashion, music, and digital culture.

From scroll-stopping visuals to broadcast-ready strategy, we position our clients to be unforgettable.

We create culture-forward campaigns for clients in fashion, beauty, music, and entertainment. Our services combine strategic media planning with elegant production—from influencer content to national TV spots.

We work with bold brands, emerging talent, and visionary entrepreneurs to shape influence that converts.



# ABOUT DIA'ANI





# STANDARD SERVICES

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## BROADCAST ADVERTISING

- Radio Spot Production – \$850
- TV Spot Edit + Creative – \$1,500
- Full Broadcast Package – \$2,500

## INFLUENCER & CREATOR SERVICES

- Talent Scouting – from \$1,000
- Media Day Capture – from \$2,000
- Campaign Management – from \$3,000

## PAID MEDIA STRATEGY

- Meta or TikTok Ad Setup – \$1,250
- Strategy Deck Only – \$750





CREATIVE CONSULT

5 BRANDED VISUALS

Visuals that speak before you do.

MOODBOARD

LICENSED MUSIC + EDIT

Launch like a brand, not a beginner.

1 PROMO VIDEO ( $\leq$  60S)

1 REVISION ROUND

Small drop. Big impact.

FOR CREATORS, STARTUPS, OR FIRST-TIME CAMPAIGNERS READY TO LAUNCH CLEAN AND CONFIDENTLY



# VISUAL STARTER KIT

\$2,500

(004)  
DIAANITV.COM





# LIFESTYLE BRAND BUILDER

\$5,000

**A ROBUST PACKAGE FOR LIFESTYLE BRANDS, CREATORS, AND INFLUENCERS LOOKING TO SCALE THEIR PRESENCE.**

FROM VIBE TO VISUAL IDENTITY.

- Brand Voice + Visual Identity Kit
- 2 Cinematic Videos ( $\leq$  90s each)
- 10 Social Assets
- 3 Mobile-Friendly Vertical Cuts
- Caption & Hashtag Toolkit
- Meta/TikTok Ad-Ready File
- 3–4 Week Delivery



**A CINEMATIC, BROADCAST-LEVEL  
PACKAGE FOR SCALING BRANDS,  
PUBLIC FIGURES, OR MULTI-  
PLATFORM CAMPAIGNS.**

- FULL BRAND DECK (VOICE, COLOR, STYLE)
- 3 HIGH-END CINEMATIC VIDEOS
- 15S OR 30S BROADCAST AD (TV OR RADIO)
- 15 SOCIAL VISUALS
- PRESS KIT (PDF)
- DISTRIBUTION STRATEGY GUIDE
- 4-6 WEEK DELIVERY
- 2 REVISIONS INCLUDED



# **INFLUENCE IGNITER**

**\$7,500**

(006)  
**DIAANITV.COM**



# PROJECT TIMELINE

## INITIAL 4 WEEK PROCESS

### (FIRST WEEK)

Brand voice & visual identity

### (SECOND WEEK)

2 cinematic videos ( $\leq 90$ s)



### (THIRD WEEK)

10 branded social assets

### (FOURTH WEEK)

Mobile-ready edits + ad formatting



## **FAQs**

**What's the payment structure?**

**50% to book, 50% due upon final delivery.**

**Can I mix services across tiers?**

**Yes, packages can be customized based on goals and timeline.**

**Do you offer media placement?**

**Yes. TV, radio, and digital buys available upon request.**

**How fast is delivery?**

**Standard turnaround is 2–6 weeks based on tier. Rush available at +20%.**

**Do you work with emerging brands?**

**Absolutely. Whether you're launching or scaling, we match your stage with strategy.**







**LET'S MAKE  
SOMETHING  
AMAZING  
TOGETHER!**

**@THEDIAANILIFESTYLE**

**DIAANITV.COM**