

The 2009 ADT Home Security Microsite and Sweepstakes: Overview of Custom Campaign on JustLuxe by The RGM Group



JustLuxe
a luxury portal

The RGM Group

THE RGM GROUP & JUSTLUXE .COM OVERVIEW

- JustLuxe provides an all encompassing guide to the affluent lifestyle. The site publishes thousands of articles and points of insight into over 40 luxury categories including; Automobile, Aircraft, Travel, Fashion, Art, Design, Architecture, Real Estate, Home Electronics, Etc...
- Since it's inception in 2004 JustLuxe has grown to become the largest affluent lifestyle site on the web with over 2.1 Million Unique Visitors per month generating over 10 Million Page Views**.
- JustLuxe users are comprised of affluent, (Avg. HHI \$195K*) active innovators who enjoy the finer things in life.
- JustLuxe users exhibit a tendency to purchase high end fashion, travel, automobiles, private jets, real estate, watches, jewelry and a variety of other luxury goods.
- JustLuxe has created an innovative approach to online advertising. Providing a template for brands to fully integrate into the sites content. Further, the site produces completely customized executions catered to each clients specific needs



ADT SECURITY CAMPAIGN OVERVIEW

- ADT selected JustLuxe and The RGM Group as their core partner for their 2009 online media campaign. This custom microsite was used as the main landing page for all of ADT's online display campaigns covering the span of 20+ publishers.
- As the core partner JustLuxe provided ADT with the following elements.
- Creation of a complete guide to ADT Security's Gold Standard Services paired up with certain home treasures that a homeowner would like to protect while they are away complete with Sweepstakes Spa Getaway valued at \$2500 that we facilitated to drive in home consultations and generate leads.
- This featured:
 - I. Lighting Solutions to protect The Art Collectors prized collection.
 - II. Fast Alarm Response to warn of Fire or Floods to protect The Couture Fashionista's luxury wardrobe.
 - III. ADT's SecurityLink Two-Way communications system to protect The Technology Guru's custom entertainment system and electronics.
 - IV. Video Solutions to monitor The Wine Connoisseur's prized wine cellar.

JUSTLUXE CREATED ALL AD UNITS, MICROSITE AND SWEEPSTAKES FOR CLIENT AT NO ADDITIONAL FEE.



ADT SECURITY ROADBLOCK

Site Sponsor Logo

Homepage Feature

Advertorial

125 x 125

728 x 90

300 x 250

Floating Page Overlay

A Luxury Portal: Luxury Travel Articles, News, and Listings Tuesday Mar. 31st, 2009 luxurysearch

JustLuxe

a luxury portal

ADT Custom Home Services

"ADT's dedicated specialist tailored a solution that gives me comfort and peace of mind." [Learn More](#)

ADT Custom Home Services

Home | LifeStyle | FineLiving | LuxeTravel | Luxury Hotels | LuxeVideos | LuxeShop | LuxeListings | Best of Luxe | Events

ADT Custom Home Services

Enjoy life's many treasures while we protect yours

Sign Up Today for a **FREE No-Obligation** Appointment with ADT's Award Winning Security Team and get an entry to **Win a Spectacular Spa Vacation!**

[Learn More](#)

the best of *Luxury* 2008-09

YACHTS • VILLAS • SPAS • MODELS • BEACHES
SWIMWEAR • WATCHES • PERFUMES • LINGERIE

[click here](#)

"ADT visited my home and crafted a solution specific to my needs and surroundings."

ADT Custom Home Services

Art Collector

[Learn More](#)

ARTICLES

ADT: The Gold Standard in Home Security
Home Protection Services: It all begins at home. [READ MORE](#)

Toronto: A City Full of Culture. Rates from \$99
A City Full of Culture, Experiences, Nightlife and More... [READ MORE](#)

Zoetry: Wellness & Spa Resort
Indulge in Zoetry Wellness & Spa Resorts... [READ MORE](#)

2009 Volkswagen CC: Meet the all-new CC
A work of engineering that's also a work of... [READ MORE](#)

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Gold Standard in Home Security

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ADT Custom Home Services



Enjoy life's many treasures while we protect yours



Custom Home Services

Call 1-800-238-5519



You've built a luxurious life for your family, full of beautiful belongings. Let us customize a home security service to watch over it.

ADT Gold Standard service includes:

- ▶ Custom Home Analysis
- ▶ Dedicated Home Solution Specialist
- ▶ Award Winning Services & Monitoring

See how similar home owners have valued their ADT partnership...

Art Collector

Couture Fashionista

Technology Guru

Wine Connoisseur



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*Last Name

*Email Address

*State

*Zip Code

*Phone Number

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The Art Collector: Lighting Solutions

[Learn More](#) at ADT.com ▶

"I've traveled the world collecting art that inspires me. ADT visited my home and crafted a solution specific to my needs and surroundings – like lighting key areas of my house."



Lighting Solutions

ADT lighting solutions allow homeowners to turn on all lights with the press of a single button, light an exit path in the event of a fire or flash the exterior lights in the event of an intrusion.

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Art Collector

Couture Fashionista

Technology Guru

Wine Connoisseur



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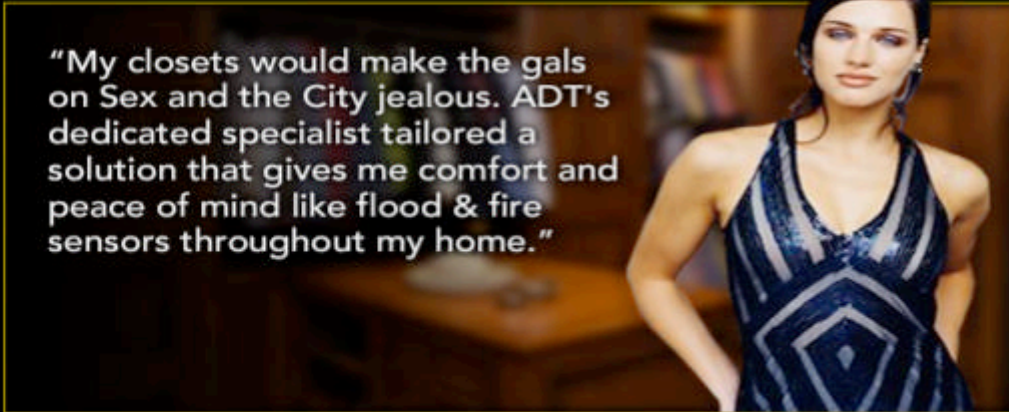


Custom Home Services

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Couture Fashionista: Fast Alarm Response

[Learn More](#) at ADT.com ▶



"My closets would make the gals on Sex and the City jealous. ADT's dedicated specialist tailored a solution that gives me comfort and peace of mind like flood & fire sensors throughout my home."

Fast Alarm Response

Fire and flood can take only minutes to wipe out everything in their path, so it's vital to have state-of-the-art products that notify you and the appropriate authorities in case of these emergencies. ADT can put your mind at ease.

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Custom Home Services

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The Wine Connoisseur: Video Solutions

[Learn More at ADT.com](#) ▶

"What started out as a hobby has turned into a passion. ADT customized a solution that secures my family, as well as my personal wine collection like discreetly installing video surveillance that I can access outside of my home."



Video Solutions

ADT video solutions offer local and remote video access that can help you keep your eye on the people and things your care about most. ADT can help specify a world-class, integrated system to meet the special needs of your family.

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