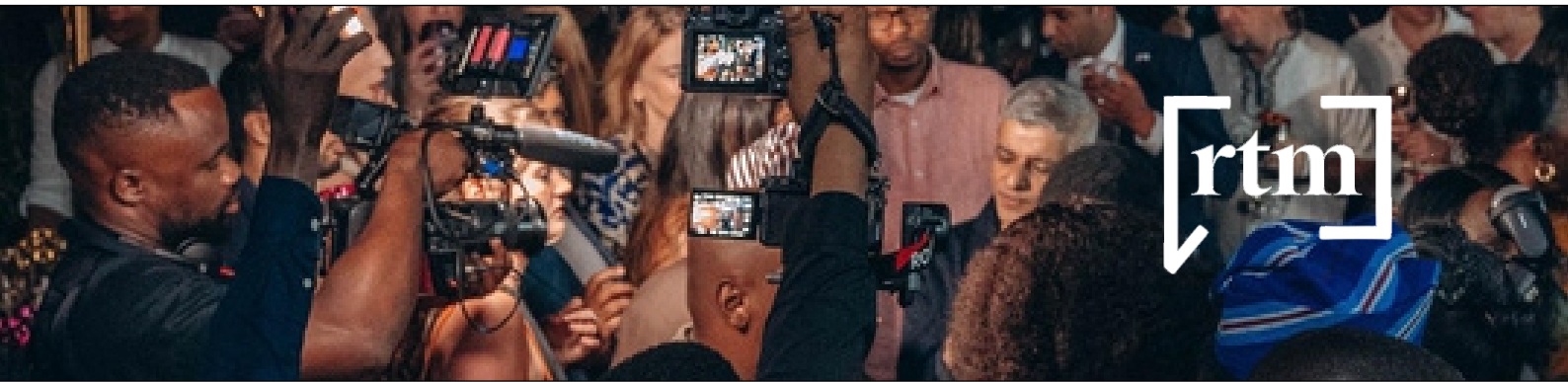




HOSPITALITY & LIFESTYLE

Profile

Elevating brands
that define *Culture*



Content

Welcome Note from The MD

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roberttaylor
Lifestyle

TRANSFORMING NARRATIVES,
ELEVATING BRANDS



Dr. Bukky
George-Taylor

Managing Director,
Robert Taylor Media

Nearly two decades ago, I set out to merge strategy, culture, and storytelling into a new communications standard. From that vision, Robert Taylor Media was born. Today, we are a multi-award-winning communications atelier, trusted by Africa's most iconic brands, influential figures, and tastemakers. Our signature approach, precise thinking, cultural intelligence, and flawless execution, builds legacies that last.

With roots in Lagos and reach across Africa and key global markets, we thrive where culture moves fastest. In our Lifestyle & Hospitality Division, we believe true presence goes beyond visibility - it's about resonance. The brands that endure are not just seen; they are felt.

Our proximity to the industry's most respected names has opened doors, shaped reputations, and earned us "Best Communications Agency in the Luxury Market" by The Luxury Network Nigeria.

We partner with brands that value being unforgettable, approaching every brief with editorial finesse, cultural nuance, and meticulous detail. From curated press moments to immersive activations, we refine lifestyle brands into their sharpest, most magnetic form.

Thank you for choosing Robert Taylor Media. Here, communication is more than craft, it's capital.

Let's build something iconic.

Warm regards.



About Us

Robert Taylor Media is Africa's foremost strategic communications house, a refined partner to brands at the intersection of lifestyle, hospitality, and luxury. Headquartered in Lagos, Nigeria, we deliver intelligent, results-driven solutions that blend cultural fluency with global standards of excellence.

Backed by nearly twenty years of impact, we've earned the trust of the world's most prestigious names, shaping narratives that not only command attention but cultivate legacy. Our work is grounded in a deep understanding of the luxury landscape and the nuanced sensitivities that define influence in today's evolving marketplace.

We hold a singular position in the Nigerian market as the only agency with a dedicated hospitality division, offering end-to-end brand strategy, reputation stewardship, and bespoke communications tailored to this distinct sector. From haute cuisine to heritage hotels, premium products to immersive experiences, our campaigns are built to captivate audiences, convert loyalty, and echo through time.

We've earned
the trust of
the world's most
prestigious
names.



Our Founding Values

At **Robert Taylor Media**, our values are more than guiding principles, they are the rhythm behind every story we tell, every partnership we forge, and every result we deliver.



INTEGRITY

We lead with honesty and clarity, earning trust through transparency, discretion, and principled action.

RELATIONSHIPS

We value depth over volume. At the heart of our impact are connections that go beyond business, built to inspire trust, enable synergy, and drive lasting transformation.

PASSION

Our work is anchored in a deep reverence for the craft, a refined creative force that shapes fleeting ideas into cultural landmarks.

TALENT

We are a house built on human brilliance. Our excellence begins with our people: thoughtful, inspired professionals, elegant in thought, united in purpose, and unwavering in their pursuit of excellence



STRATEGIC COUNSEL

We are not just executors, we are trusted advisors. Our work bridges vision and execution, with insights that ignite momentum and carry it forward.

SERVICE EXCELLENCE

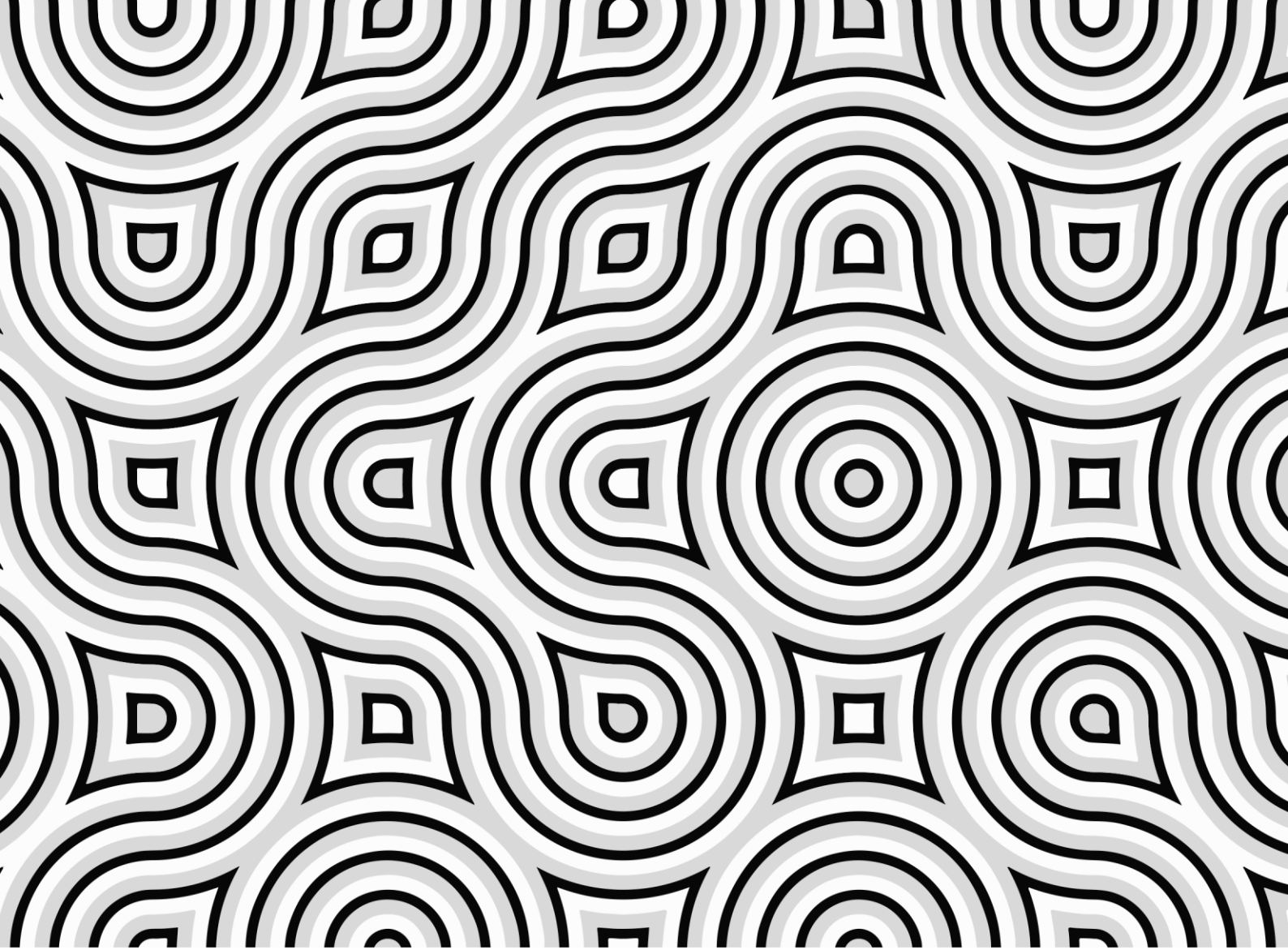
Every detail matters. From first impression to final delivery, we operate with precision, grace, and an obsession with surpassing expectations.

INNOVATION & TECHNOLOGY

We stay future-forward, embracing bold ideas and smart tools to keep our clients influential, agile, and ahead of the curve.

EXCELLENCE

Excellence is not our destination, it's our starting point. If it's not exceptional, it's not RTM



Our Expertise In
The Hospitality &
Lifestyle Sector

Robert Taylor Media's Lifestyle & Hospitality Unit

is a specialised division built to serve the evolving landscape of lifestyle and hospitality, where culture, creativity, and commerce intersect.

As this sector grows into a powerful force in digital culture, spanning fashion, travel, art, food, festivals and immersive experience-led products, brands risk blending into a sea of sameness. This Unit exists to shift that narrative: to build presence not through volume, but through nuance; not through noise, but through meaning.

Our approach goes far beyond traditional publicity. We craft and communicate brand stories that are emotionally resonant, editorially sound, and culturally intelligent. Because lifestyle branding isn't just about aesthetics, it's about cultural relevance. It is the delicate art of both storytelling and storyselling: shaping perception, evoking desire, and inspiring trust

At the heart of our work is integration, merging strategy with creativity to embed brands into the rituals, routines, and aspirations of everyday culture. Whether through art, fashion, travel, entertainment, or purpose-led products, we help our clients align with cultural movements that matter, and remain relevant where it counts.



Who We Serve

Our Lifestyle & Hospitality Unit is built for brands and creative communities seeking lasting visibility, credibility, and cultural impact. Through strategic storytelling and deep market fluency, we position our clients not just to be seen, but to lead.

*Clients
who lead.*



We Work With

Lifestyle and Entertainment Executives

Art Collectives, Platforms, and Curators

Food, Beverage, and Hospitality Brands

Beauty and Wellness Labels

Fashion Houses and Emerging Designers

Entertainment Platforms, from Film and Music

Music, Culture, and Experiential Festival Producers



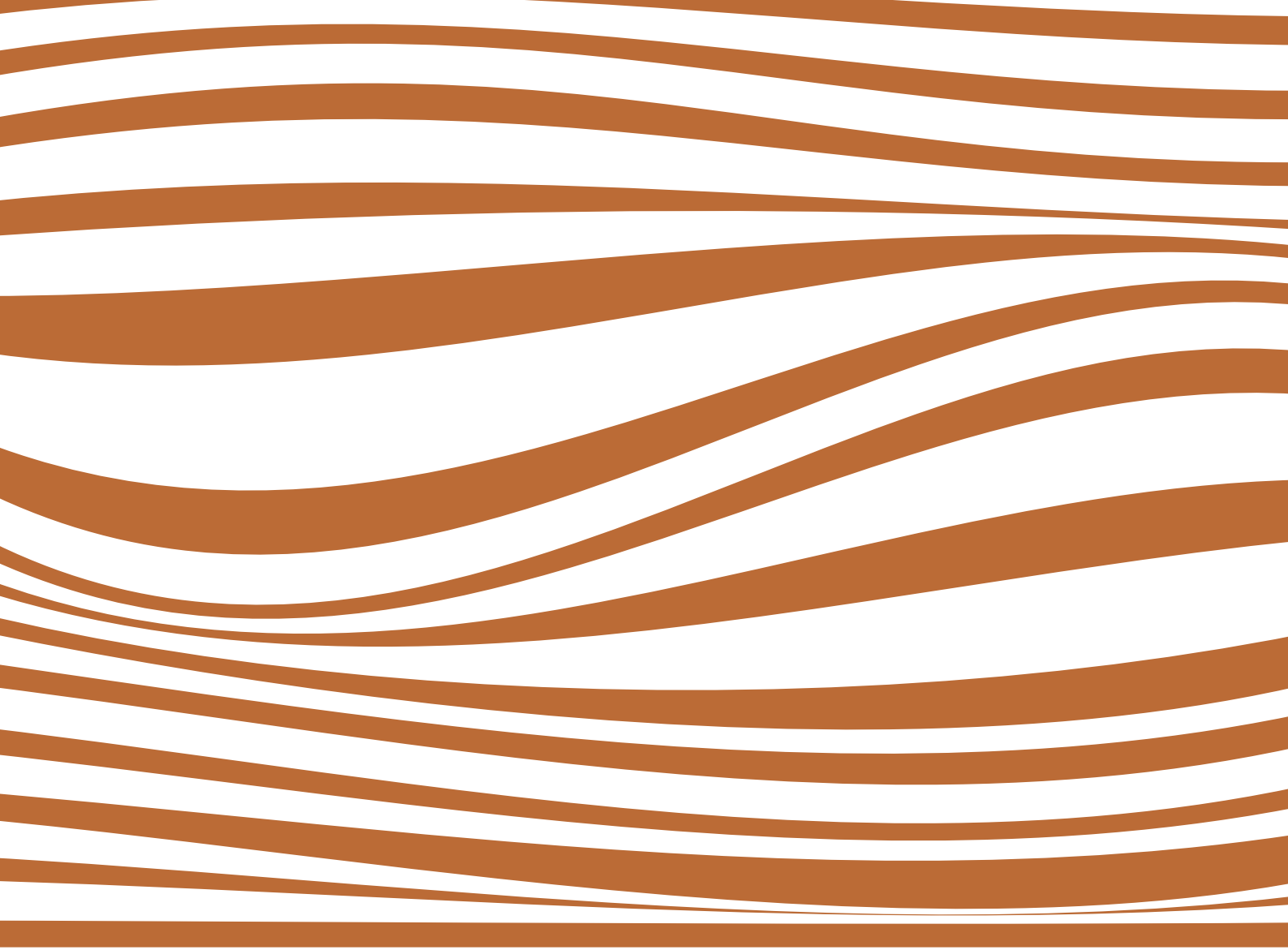


What We Do



Purposeful Storytelling

We don't simply manage reputations; we design them: deliberate, layered, and enduring. We don't follow PR formulas; we compose them. From earned media and paid editorial to influencer alignment, thought leadership, and speaking engagements, we build trust where it matters. We go beyond visibility to offer deep partnership, guiding conversations, amplifying ideas, and embedding our clients in the heart of cultural relevance. At the heart of our work is story, the ones that echo your vision and build authentic connection. This is purposeful storytelling, not just public relations.



Our Services

At **Robert Taylor Media**, every service is precisely aligned, designed to articulate prestige, cultivate presence, and embed brands into the cultural fabric of their audience.

1. Brand Positioning & Messaging Strategy

We distill your brand's essence into an unmistakable voice, clarifying identity through story, one that reflects heritage, service philosophy, and unique market edge. Whether you're a five-star sanctuary, a fine dining haven, or a premium beverage label, we craft positioning strategies built for resonance, relevance, and enduring equity.

2. Media Relations & Press Campaigns

Our media relations practice is driven by trusted relationships with top-tier lifestyle, luxury, and culinary editors, both locally and globally. Through thoughtful placements, long-lead features, and editorial storytelling, we ensure your brand earns the spotlight with intention and elegance.

3. Brand Launches & Experiential Events

From intimate unveilings to destination-led activations and sensory tastings, we curate experiences that ignite emotion and spark conversation. Every detail is considered. Every moment, designed to leave an indelible impression.

4. Executive Profiling & Thought Leadership

In a market where leadership shapes legacy, we elevate the public presence of visionary founders, celebrated chefs, and C-suite executives. From keynote features to opinion-led columns and interviews, we craft narratives that establish authority and inspire trust.

Designed to
articulate prestige.

5. Digital & Content Strategy

We design digital ecosystems that amplify your story across platforms. From editorial content and video storytelling to social media strategies that foster loyalty, our approach transforms visibility into affinity, and affinity into commercial impact.

6. Influencer Marketing & Tastemaker Engagement

We partner with a curated network of cultural influencers and tastemakers, building meaningful collaborations that extend your brand story with credibility, reach, and resonance.

7. Crisis & Reputation Management

In today's perception-driven world, reputation is everything. We safeguard it with rigour and discretion. Our approach is swift, strategic, and built to preserve trust, protecting the equity our clients have spent years building.

8. Strategic Partnerships & Guest Acquisition

We ensure the right people are in the room. From curated guest lists and private circles to exclusive alliances and high-touch networking, we connect you to visibility, access, and meaningful association.

9. New Market Entry

We guide brands into new territories with cultural fluency and precision. From stakeholder mapping and local immersion to hypertargeted storytelling and experiential activations, we ensure expansion is both seamless and significant.



Fashion

Fashion is power in aesthetic form. We work with heritage maisons, avant-garde labels, and emerging designers to craft narratives that define movements. From high-impact editorial campaigns to private viewings and runway moments, we help fashion brands shape identity and influence culture—elevating luxury from showroom to spotlight.

Style | Identity | Influence | Luxury

FEATURED DESIGNERS



Yutee Rone



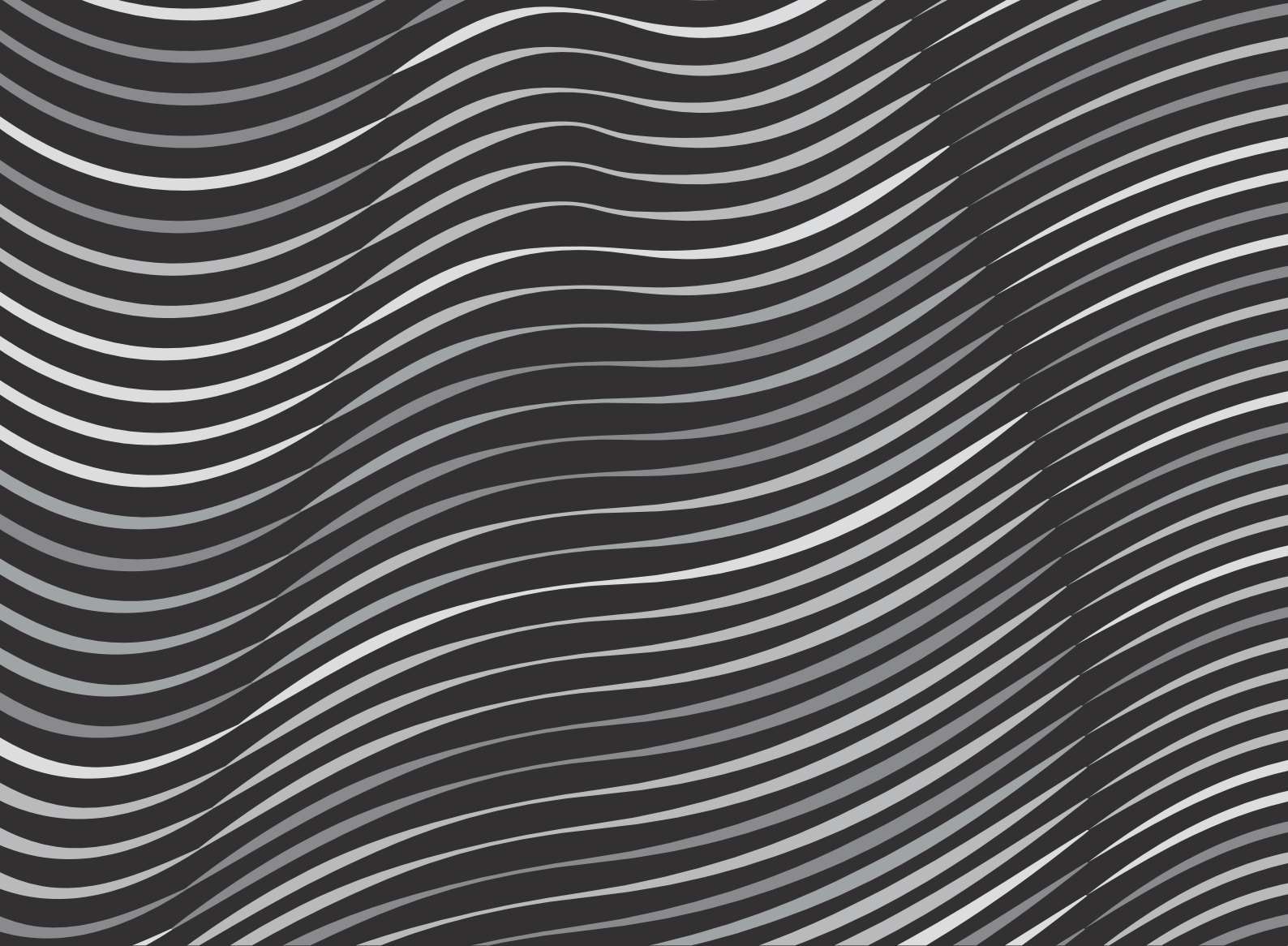
Ash Luxury



Tokyo James



Lux Afrique



Beauty & Wellness

Storytelling | Culture | Emotion

In the world of beauty, innovation must meet intimacy. We partner with skincare, fragrance, and wellness brands to tell stories that are as aspirational as they are deeply human. Our work is rooted in cultural fluency and emotional resonance, expressed through striking editorials, curated creator collaborations, and immersive experiences. Whether launching a heritage perfume or a next-gen cult favorite, we ensure beauty brands are not just seen, but unforgettable.

HIGHLIGHTS



Maison Valor



Flawless Aesthetics



Curlla Hair

HIGHLIGHTS



La Verita



Roja Parfum

*Cultural fluency and
Emotional resonance*



Food, Beverage & Hospitality

Experience | Excellence | Influence

In luxury hospitality and fine dining, perception sets the tone, but execution defines the legacy. We elevate elite establishments through:

- Strategic storytelling that sharpens positioning and cultural relevance
- Guest acquisition strategies that attract high-net-worth and influential audiences
- Premium editorial coverage across culinary, lifestyle, and travel platforms

From world-class hotels to destination dining, we move beyond storytelling; we set the tone for the industry.

*Cultural fluency and
Emotional resonance*

HIGHLIGHTS



Art Hotel



Pitstop

HIGHLIGHTS



Bisquit and Dubouche



The Good Beach



Yolo island

HIGHLIGHTS



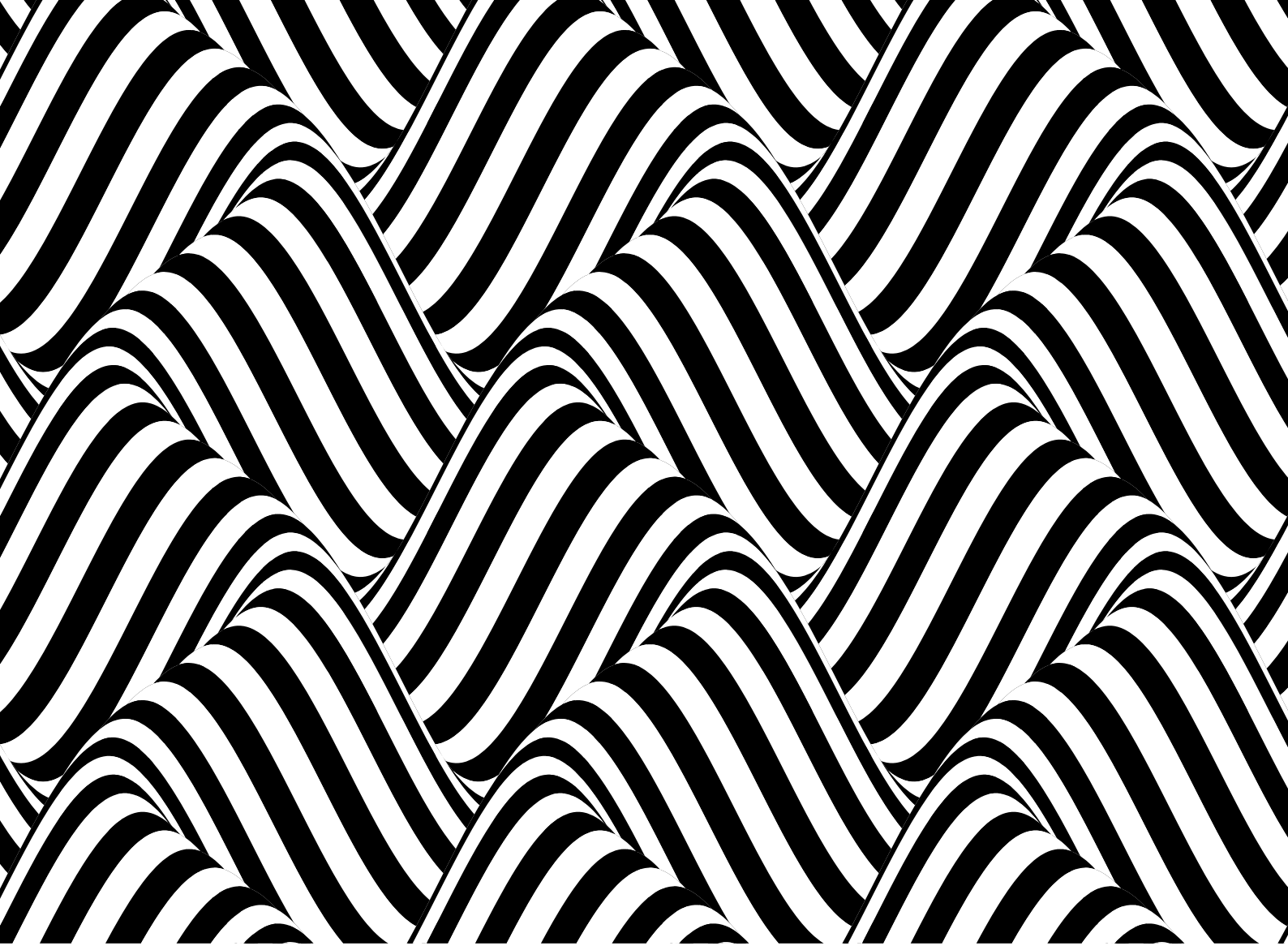
Kaly



Bambu Beach



The Afrobeat Lagos



Art & Culture

Creativity | Legacy | Impact

We work with artists, institutions, and curators to convert creativity into cultural capital. Whether activating public art, launching galleries, or curating global showcases, we amplify creative work with depth and reverence, ensuring it resonates long beyond the exhibition.

HIGHLIGHTS



Lagos Canvas



The Lagos Fanti Carnival



KanyeyachukwuTAGBO- OKEKE

At Just 15 years old, this AUTISTIC PRODIGY defied expectations and painted his way into history creating the WORLD'S LARGEST CANVAS



We offer end-to-end publicity for film studios, talent, and producers, from production to premiere. Our work spans global press junkets, red carpet campaigns, and festival strategy, while also shaping profiles that define personal legacy and deepen audience loyalty

Film & Entertainment

Cinema | Publicity | Power

FEATURED PROJECTS



Disney's Iwaju



Black Panther -
Wakanda Forever



93 Days

Deepening
Audience
Loyalty



We broker high-impact partnerships that marry prestige with purpose. From brand-meets influencer activations to fashion x tech integrations, we craft alliances that generate visibility, spark cultural momentum, and deliver tangible value.

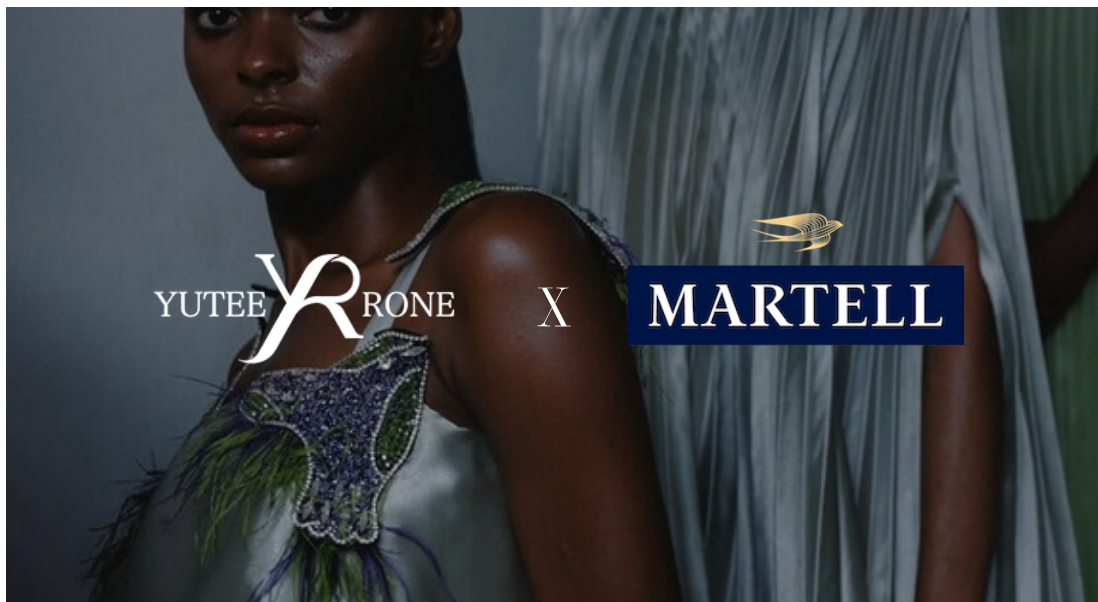
Strategic Partnerships

Collaborations that Amplify.

EXAMPLE



MAC x GT Fashion Week



Yutee Rone X Martell

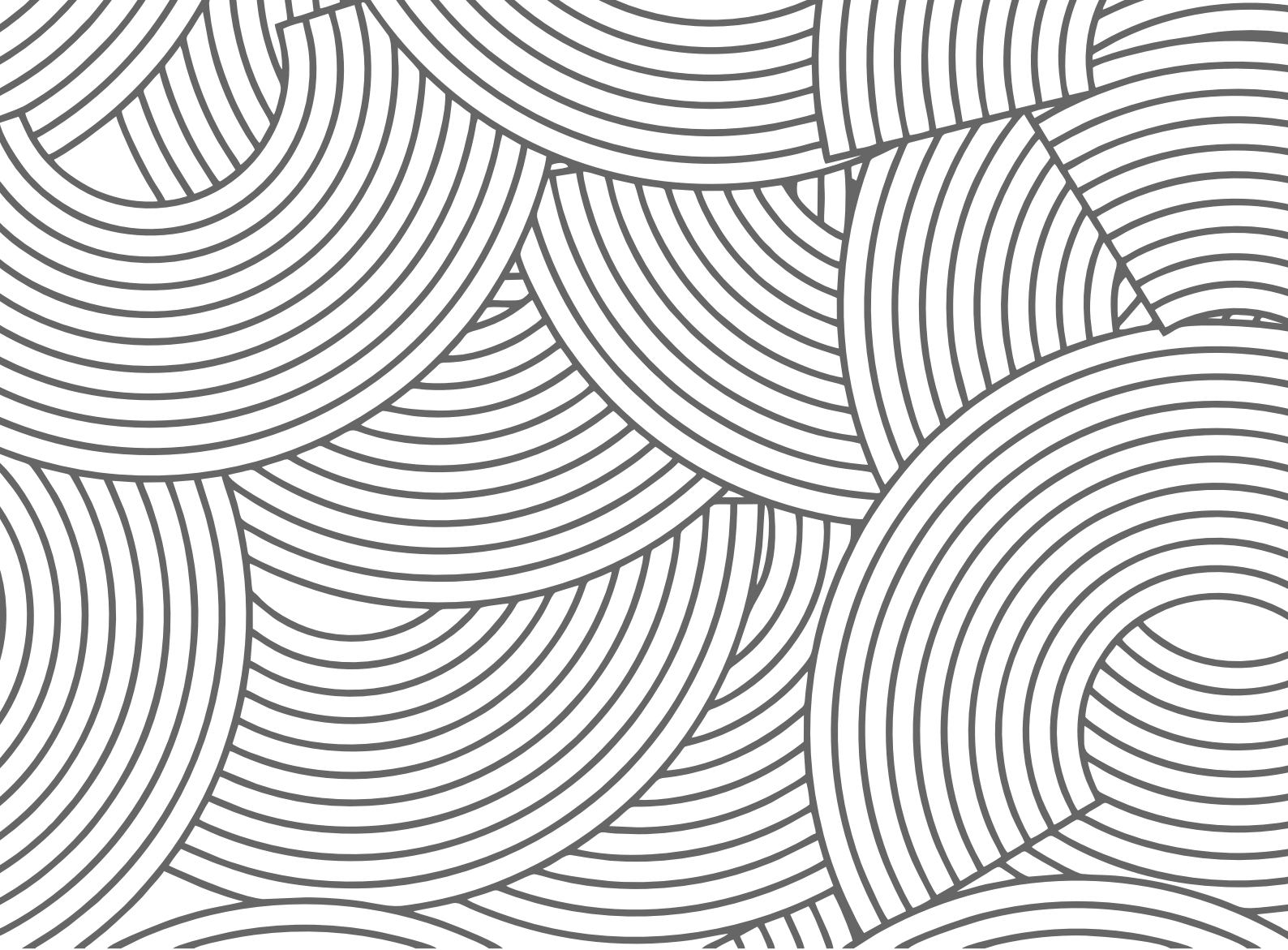
EXAMPLE



Tokyo James X Linda Farrow



Fanti Carnival and Guinness



Experiential Events

Our experiences are immersive by design: curated to captivate, crafted to convert, and intuitively aligned with the audience's world. From rooftop tastings to invitation-only screenings, our events are built for enchantment and impact.

Immersion. Exclusivity. Memory

EXPERIENCES CURATED



Linda Farrow



United Masters

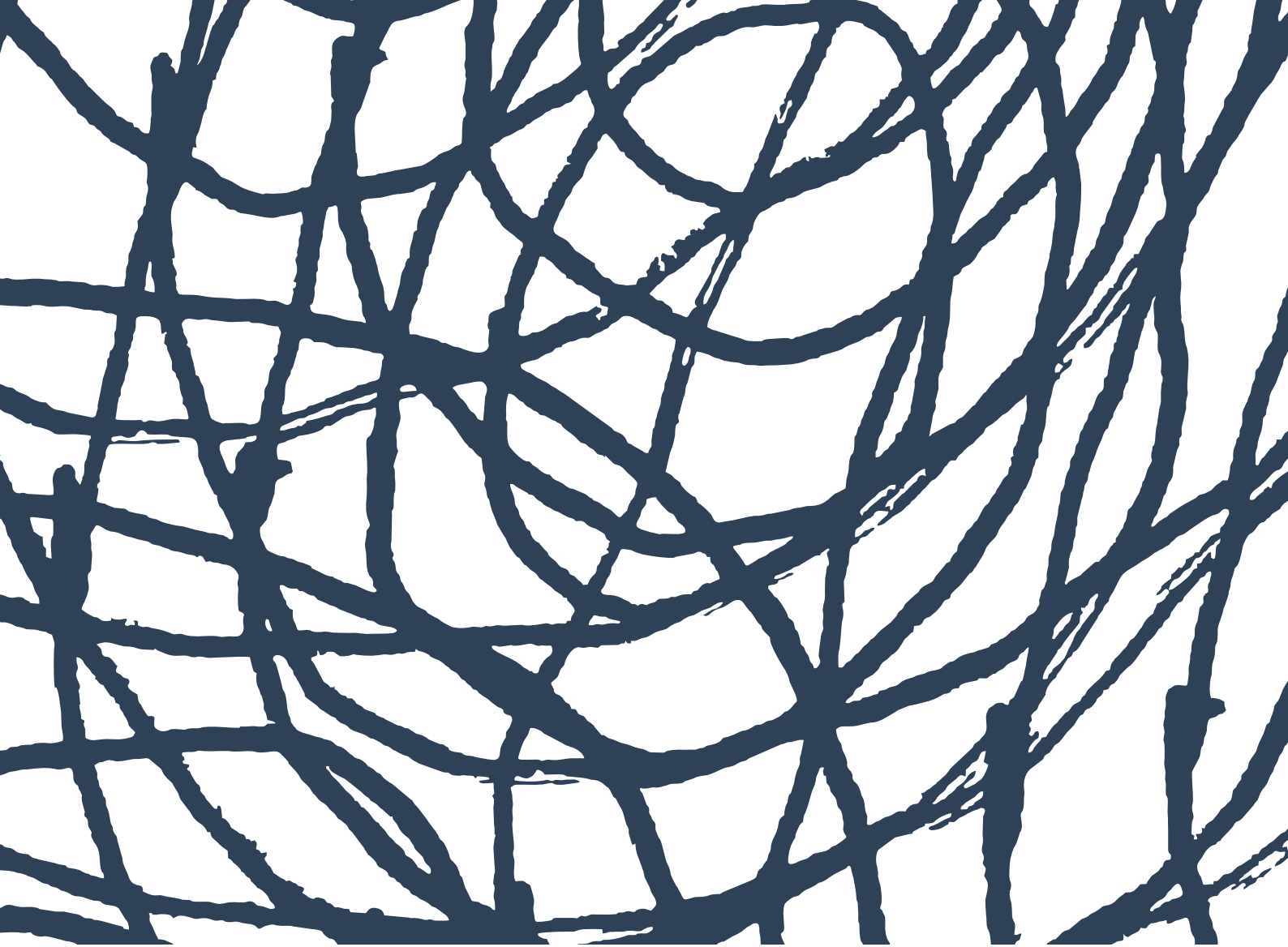
EXPERIENCES CURATED



Senturion



Creed



Influencer Engagement

Reach. Relationship. Relevance

Our influencer work prioritises credibility over clout. We engage with creators who lead conversations, from niche micro-influencers to globally recognised voices. Every collaboration is meticulously tailored to cultivate trust, inspire authenticity, and build lasting brand affinity.

HIGHLIGHTS



The Observatory



Idia Aisien X Banke Kuku



Obi Cubana X Senturion Watches

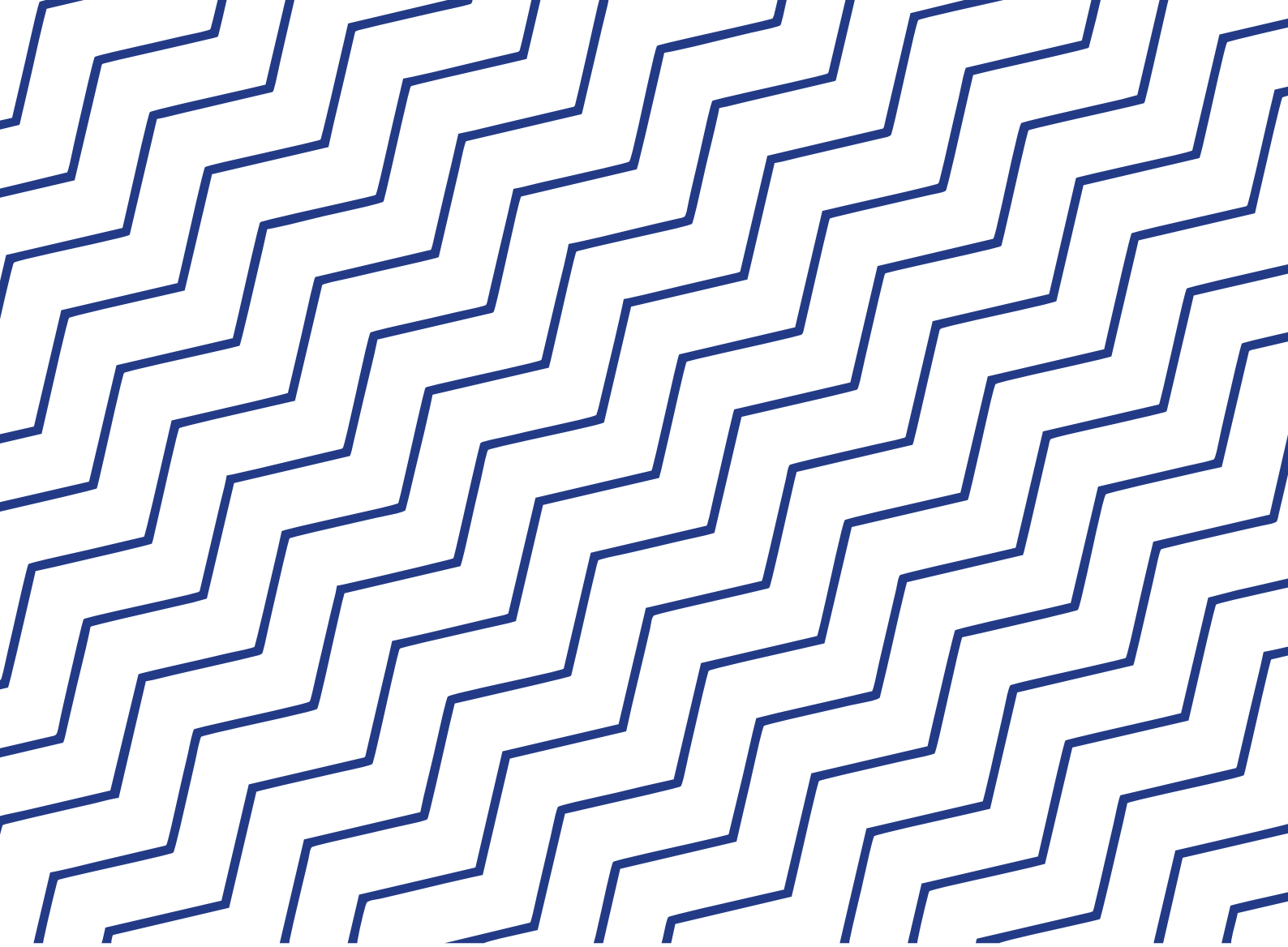
What Our Clients are Saying

"Robert Taylor Media came highly recommended by a colleague, and they exceeded our expectations. Their communication was seamless, and their strong network within our target market made a significant impact. The audience trusts their judgment, and it's clear they have a deep understanding of the market landscape."

Mr. Tayo Abidoye,
Manager, Curlla

"We extend our sincere appreciation to the Robert Taylor Media team for their exceptional work in positioning and introducing The Library to the right audience. The team was hands-on, solution-oriented, and consistently attentive to detail all while delivering with excellence. Thank you for a fantastic job and an outstanding partnership. Kudos to the RTM team as you continue to lead the way in Hospitality and Nightlife Communications across Lagos."

Mr. Weyinmi Ododo,
Chairman, The Library



At **Robert Taylor Media**, we steward the full lifecycle of influence, from personal brand elevation to global business visibility. Our bespoke suite of legacy-building services is designed for visionary clients seeking sustained authority, cultural credibility, and long-term relevance.

Beyond PR

End-to-End Legacy Services

Our Offerings

Elite Thought Leadership & Opinion Placement

Position your voice where it matters, via targeted articles, high-value media features, and LinkedIn strategies built for impact.

- **Speaking Engagements**

Shape public discourse and deepen credibility through keynotes, fireside chats, and global panels.

- **Book Publishing & Ghostwriting**

Cement your legacy with published works that reflect your expertise, ethos, and unique point of view.

- **Bespoke Branding Packages**

From personal logos to premium websites, we curate visual identities that last, designed with intention and distinction.

- **Award Submissions & Industry Recognition**

Amplify excellence with tailored nominations, credentialed accolades, and global honours.

- **Podcast & Documentary Production**

Bring your story to life through premium audio-visual storytelling that informs, moves, and inspires.

We don't just shape brands, we create icons.





Our Approach

At **Robert Taylor Media**, our client service model is rooted in intentionality, premium standards, and measurable impact. Every engagement is bespoke, built to move the needle and honour the nuance of your vision.

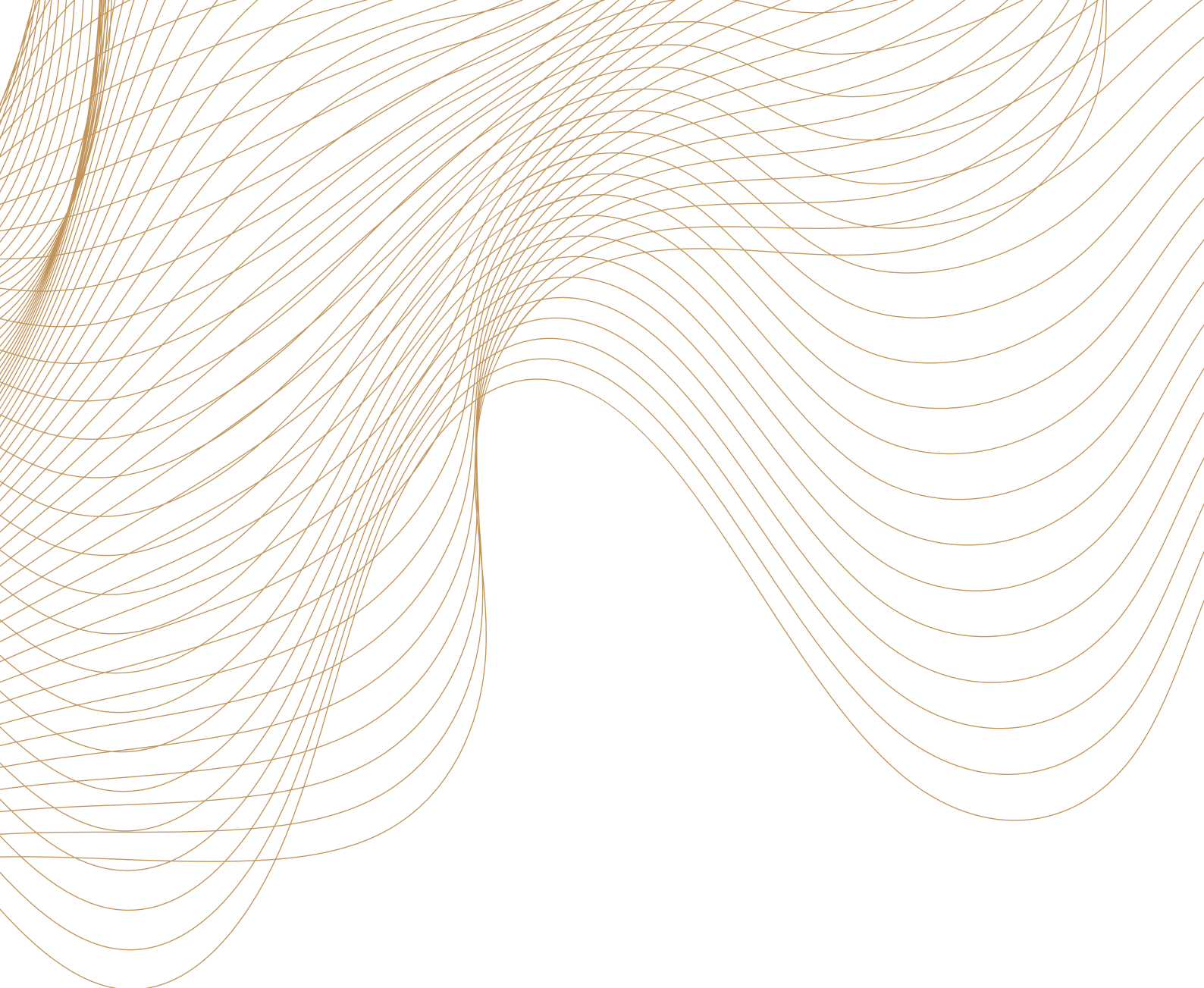
Our Approach Includes:

Immersive strategy sessions for brand and campaign ideation



- In-house creative conceiving and strategy development
- Deep-dive market research and cultural trend mapping
- High-calibre decks, storytelling pitches, and brand narratives
- Execution of exclusive launches and high-touch brand experiences
- Strategic partnerships and curated high-value networking
- Tastemaker and influencer engagement with cultural fluency
- Premium media relations across print, digital, and podcast platforms
- Continuity planning for long-term visibility and legacy amplification

Bespoke
and built
to move the
needle.



Our Process

At **Robert Taylor Media**, we deliver exceptional, results-driven communication through a process designed for precision, partnership, and premium outcomes. Every engagement is intentionally structured to ensure precision-driven strategy, seamless service, and world class execution, from first contact to final report.

Intentionally
structured
to ensure
precision-driven
strategy

Stage One: Discovery & Onboarding

Initial Consultation (Foundational Session)

Upon inquiry, whether via email, referral, or direct outreach, we host a strategic discovery session to crystallise your vision, clarify communications priorities, and assess strategic fit.

Typical agenda includes:

- Overview of required services
- Brand objectives and communications priorities
- Target audience profile
- Budget parameters
- Consultation fee structure

To ensure a focused and productive engagement, prospective clients are asked to submit a brief in advance.

Stage Two: Consultation Fee & Strategic Planning

Consultation Fee Payment

Following your discovery session with our Head of Client Services, a non-refundable consultation fee is required to secure your project and initiate strategic planning.

Account Assignment & PR Plan Development

Once payment is received, a dedicated Account Holder is assigned to your brand. Within 5-10 working days, they collaborate with our in-house strategy and creative teams to develop a bespoke PR plan aligned with your goals, positioning, and desired impact.

Stage Three: Strategy Presentation & Formal Onboarding

PR Strategy Presentation

Your Account Holder will schedule a follow-up session to present the proposed strategy. This is a collaborative checkpoint to gather feedback, refine executional focus, and align expectations before onboarding.

Onboarding & Documentation

Following final approval:

- Our legal team will issue a Memorandum of Understanding (MOU)
- A formal invoice will be issued upon signature

Payment Terms:

- Project Clients: 70% upfront (or full payment) required
- Retainer Clients: Minimum of 3 months' payment in advance

Please note: execution does not commence until payment confirmation is received.

Final Stage: Execution, Monitoring & Reporting

Ongoing Monitoring & Impact Reporting

Performance tracking and transparency are core to our service model. Throughout the campaign, we provide regular updates and robust reports to keep you informed and in control.

Reporting Schedule:

- Retainer Clients: Monthly reports at the end of each month
- Project Clients: Reports delivered within two weeks of activation

Reports include insights across:

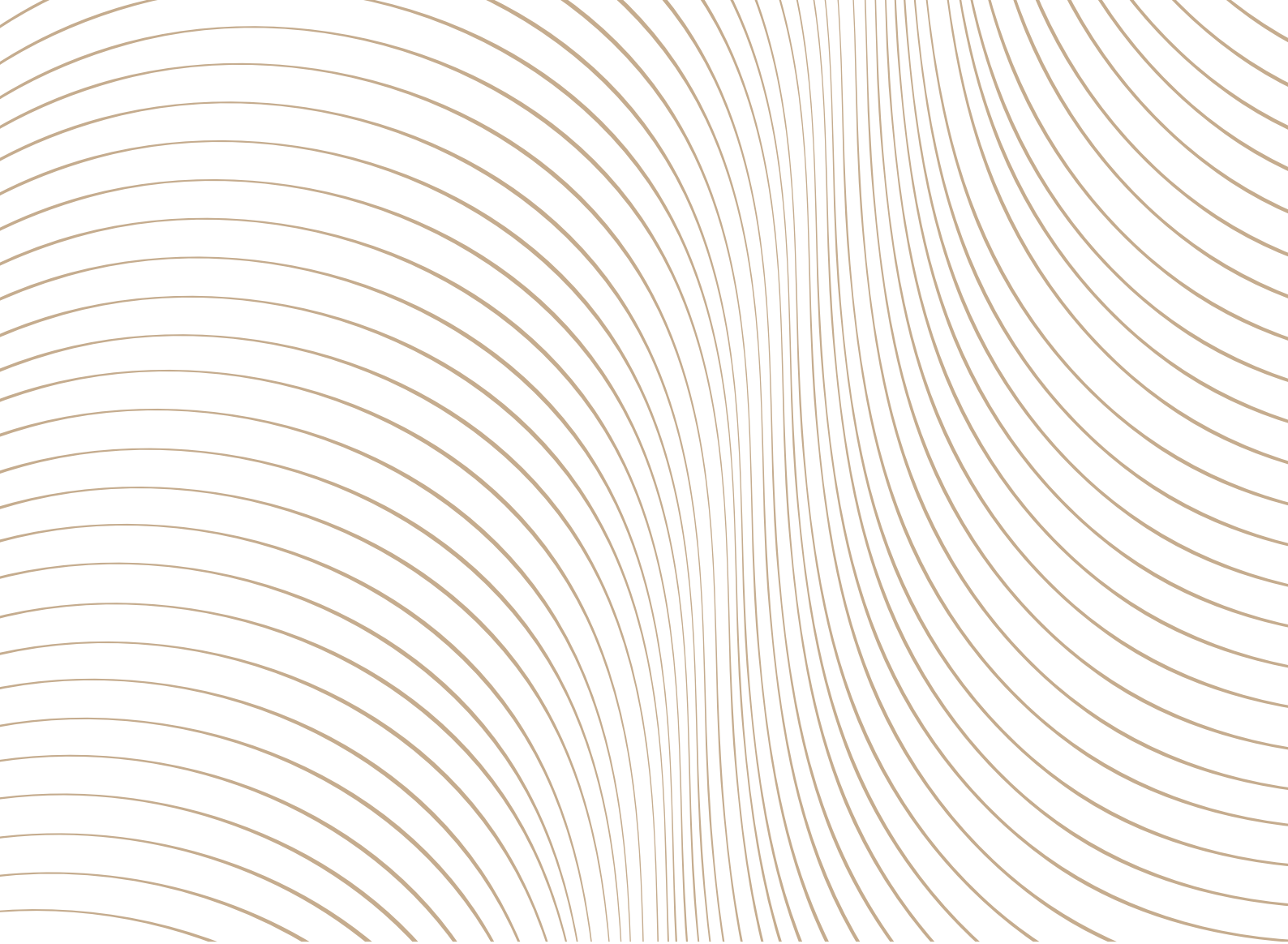
- Media placements and brand mentions
- Events (panels, workshops, launches, etc.)
- Social media performance metrics
- Articles and editorial contributions
- Web and digital platform analytics
- Podcast features
- TV and radio appearances

Each report is anchored in campaign KPIs, ensuring every milestone reflects measurable visibility, growth, and cultural relevance.



THE RTM PROMISE

At Robert Taylor Media,
we see beyond the brief.
Every engagement is a
thoughtful alliance, and
we consider it both our
duty and our privilege to
walk beside you.



Our portfolio reflects the trust and partnership of some of the most iconic and forward-thinking brands across Africa, and the world. With nearly two decades of experience, we have shaped narratives and curated visibility across the continent's most exciting sectors.

Spanning luxury fashion, beauty, art, wellness, premium beverages, hospitality, tourism and entertainment, every engagement is intentional: designed to amplify identity, elevate cultural capital, and generate meaningful, measurable impact.

Our Portfolio

EACH PROJECT THOUGHTFULLY EXECUTED
WITH PURPOSE AND PRECISION



TOURISM BRANDS

Tourism Boards We've Worked With



BEACH RESORTS/HOTELS

Beach Resorts/Hotels We've Worked With in Nigeria



RESTAURANTS AND LOUNGES

Restaurants and Lounges We've Engaged



ALCOHOL/BEVERAGE BRANDS

Alcohol/Beverage Brands We've Worked With



THE BALVENIE®
SINGLE MALT SCOTCH WHISKY



CÎROC®
ULTRA PREMIUM VODKA



FRANCE  1743
MOËT & CHANDON
CHAMPAGNE

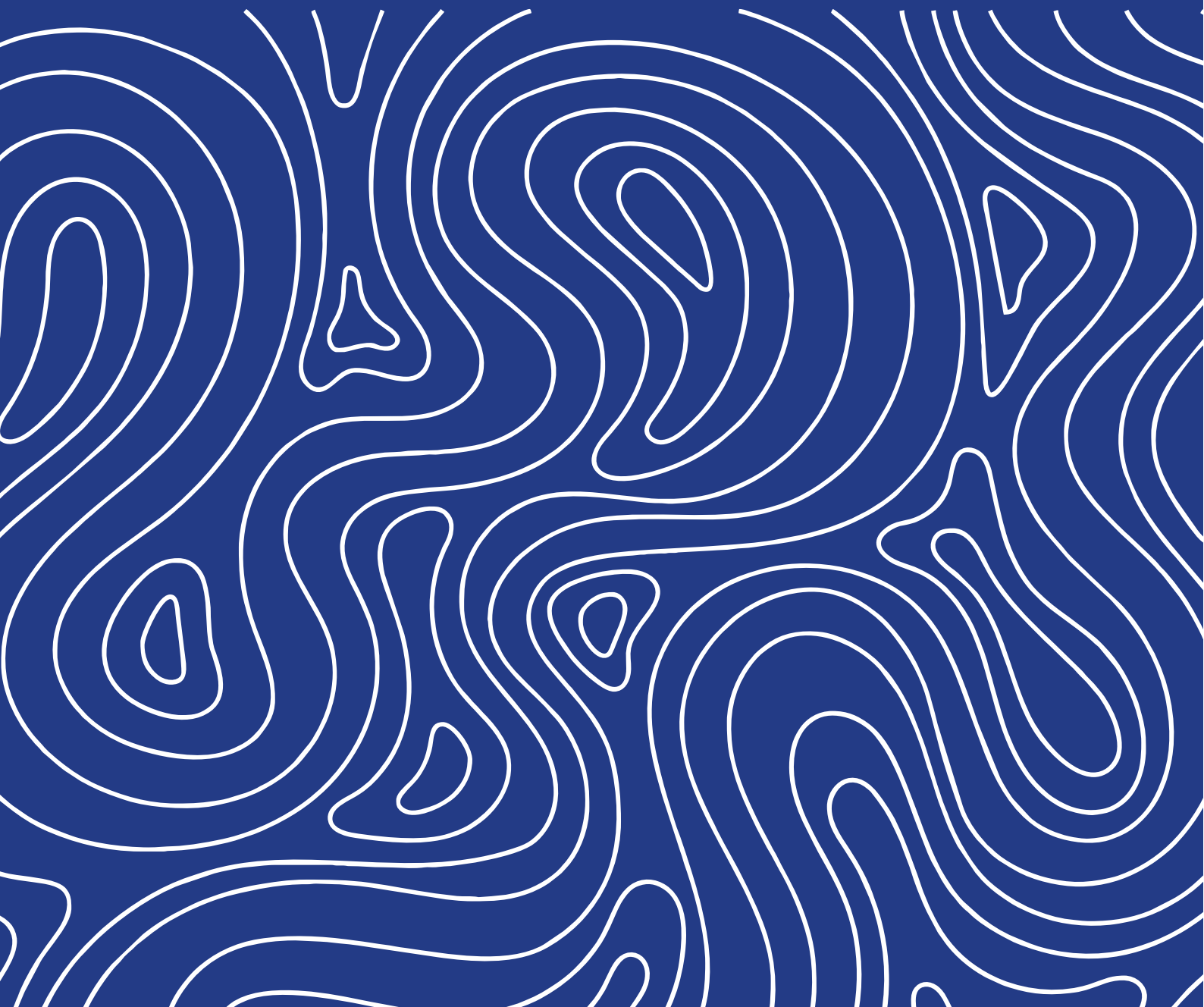


Why Robert Taylor Media?

Over 20 years of excellence in luxury, lifestyle, and hospitality communications

- Africa's leading PR agency for culture-driven, high-impact brands
- Bespoke strategies for ambitious brands, influential personalities, and legacy projects
- Proven track record of award-winning campaigns, high profile features, and results that move markets

Awards & Industry Recognitions



The Luxury PR Award of the Year:

Awarded by The Luxury Network in recognition of our outstanding contributions to luxury public relations.

Member of the Luxury Network:

A premiere global affinity marketing group that fosters exclusive partnerships among luxury brands.

PR Power List, 2024

by GLG Communications

Prestige Awards - Specialist PR Agency of the Year 2023/24

Members of Public Bodies



Public Relations Society of America
(PRSA, Miami Chapter)



The Canadian Public Relations Society
(CPRS, Manitoba Chapter)



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