

TABLE OF CONTENTS

- Meet Alliera & Rebecca: 03
- Our Mission: 03
- Content Philosophy: 05
- Our Audience: 06
- Statistics: 07
- HAAUS.6 Our Latest Project: 08
- HAAUS.6 Timelines and Brand Partners: 09
- HAAUS.6 Major Partners: 10
- Content Examples: 11
- Brands We've Worked With: 12
- Next Steps: 13
- Contact Details: 14





ALLIERA & REBECCA

HAAUS FOUNDERS • DESIGNERS • RENOVATORS

Alliera and Rebecca are the dynamic duo behind HAAUS, a leading name in Australian design and home renovation. With years of hands-on experience transforming homes, they are renowned for their unique approach to creating stunning and functional spaces that are visually appealing and practical.

Together, they have transformed HAAUS into a brand that offers complete lifestyle transformations, not just renovations. Their work has been featured in magazines, product catalogs, television shows and commercials, attracting a dedicated following of over 178,000 Instagram followers eagerly awaiting their latest projects.

Working together for four years, they have built HAAUS into a highly sought-after brand recognised for creating homes that align with their audience's visions. As trusted voices in the industry, they provide practical advice on social media, drawing from their experiences of juggling family, work and creativity.

Whether transforming homes or creating engaging social media content, Alliera and Rebecca continue to redefine the design landscape with their unique blend of energy, expertise and creativity, setting HAAUS apart from the rest.

MISSION STATEMENT

MISSION STATEMENT

“Our mission is to inspire and empower our audience with creative choices for both interior design and renovation projects, guiding them to transform their spaces with inspired confidence and creativity.”

ALLIERA AND REBECCA

CONTENT PHILOSOPHY

WE'RE A LITTLE DIFFERENT

We truly believe that our success is deeply rooted in our honesty. Not only do we share our renovation wins, we openly share our learnings, to help our audience plan ahead in order to prevent setbacks. Our greatest company asset is the trust between our audience and ourselves and as such, we will never promote a brand or product that we wouldn't personally use in our own home or project. It is this rapport and trust between our brand and yours that makes our collaboration, very different from every other content creator.





OUR AUDIENCE: WHAT WE KNOW

In an analysis of our Instagram, our audience is primarily Australian-based and actively seeks creative ideas to enhance their living spaces. Remarkably, our social media engagement rates outpace those of many large corporations and branded pages, indicative of the genuine interest and trust our audience places in our content and recommendations. They rely on our platform for informed guidance on product selections, brand trustworthiness and recommendations reflective of our personal preferences.

Central to our audience's trust is our selective approach to brand partnerships. We prioritise collaboration with brands that align with our values and resonate with our audience, ensuring that the only products we endorse are those we would personally integrate into our own homes. Moreover, our commitment to authenticity is unwavering, as evidenced by our refusal to engage in the purchase of followers or 'likes'. Instead, our high engagement levels stem from rigorous market research, deep design expertise and the strategic integration of products that resonate with our targeted demographic.

SOCIAL MEDIA

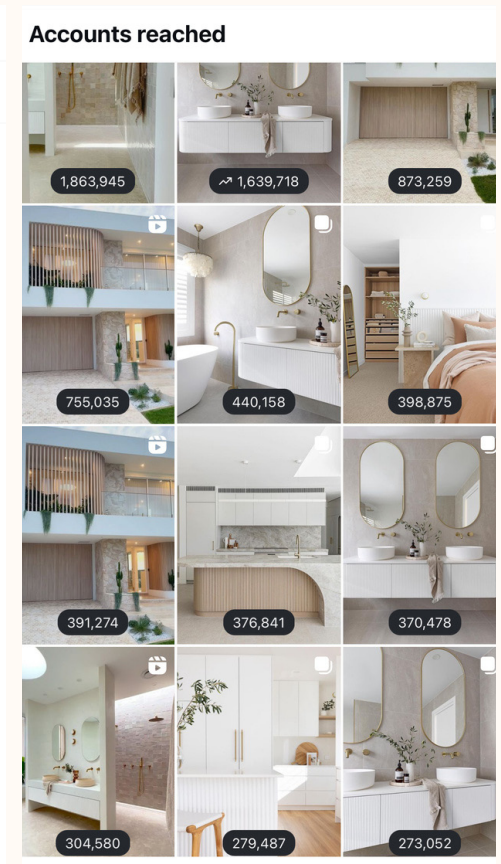
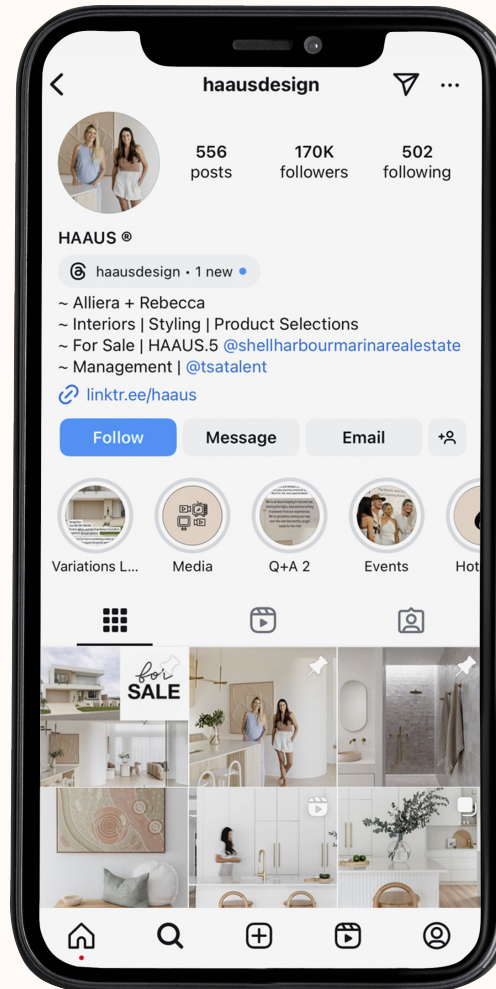
THE STATS

Now we don't mean to brag, but our audience love what we do!

Their consistent engagement and enthusiastic feedback highlight the trust and appreciation they have for our brand.

When our audience seek home design inspiration, they consistently turn to us for authentic guidance and expertise.

Partner with us and experience the power of this trusted relationship.



OUR LATEST PROJECT

HAAUS.6

HAAUS.6 - The Beach HAAUS. is one of our most exciting projects to date! Located on the beautiful Shellharbour NSW South Coast, this property backs directly onto the beach, making it a perfect setting for showcasing your brand.

As part of the esteemed HAAUS. brand, HAAUS.6 will enjoy prolonged exposure, ensuring that your partnership with us keeps your products in the spotlight. The property is easily accessible for our partners, allowing for seamless use. This means that any new products needing photography or videography can be arranged quickly, providing timely and effective exposure.

Join us in this unique opportunity to highlight your brand in an idyllic, highly desirable location. Partner with HAAUS.6 and let the beach be your backdrop for success.



ABSOLUTE BEACHFRONT LOCATION



OUR LATEST PROJECT

TIMELINES

The site has been cut and we anticipate a hand-over date of May 2025. Photography/videography has been scheduled for this time. We would be looking at having items available for delivery early 2025, however, this can be negotiated.

OUR BRAND PARTNERS

We work with a number of brands and tailor our marketing contracts so that they are in the best interests of both brands. If there is something specific a brand partner needs from us, then we are always open to discuss options.



OUR LATEST PROJECT

HAAUS.6 MAJOR PARTNERS

- ADP Australia
- Amber Group Australia
- Deco Australia
- Domino Hardware
- Escea Fireplaces / Stoke Fireplace Studio
- Godfrey Hirst
- Lauxes Grates
- Miss Amara
- YDL Stone



BRANDS WE'VE WORKED WITH

PUBLICATIONS

- Grand Designs Australia Magazine
- Adore Magazine
- ArchiPro
- Style Sourcebook

BRANDS

- ADP
- Alive Body
- Amber
- Aura Home
- Bayside Lux
- Beds Ahead
- Black Blaze
- Black Mango
- Castelry
- Cultiver
- Deco
- Design by Them
- Designer Doorware
- Domino Hardware
- DIY Blinds
- Eadie Lifestyle
- Escea Fireplaces
- Godfrey Hirst
- Hide and Seek Kids
- Home Blinds
- Kindbod
- House of Orange
- L3 Home
- Lauxes Grates
- Leif Products
- Linen House
- Manovella
- Milkcan
- Miss Amara
- Modular Walls
- New Age Veneers
- Nightworks Studio
- Nood Co
- Olive et Oriel
- Papaya Homewares
- Papier
- Pizza Ovens R Us
- Polytec
- Porta Timber
- RJ Living
- Studio Enti
- The Organic Ceramics Co
- The Timberline
- Totem Road
- Urban Road
- Veneer Stone
- Woodcut
- YDL Stone

PROCESS

THE NEXT STEPS

To tailor a collaboration that perfectly aligns with your brand, please reach out to our collaborations team. Once we understand your vision, we'll create a package uniquely suited to your brand and audience.

We are excited about the possibility of working with you on your next campaign!



CONTACT



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Alliera and Rebecca