



Polo Co-Branding

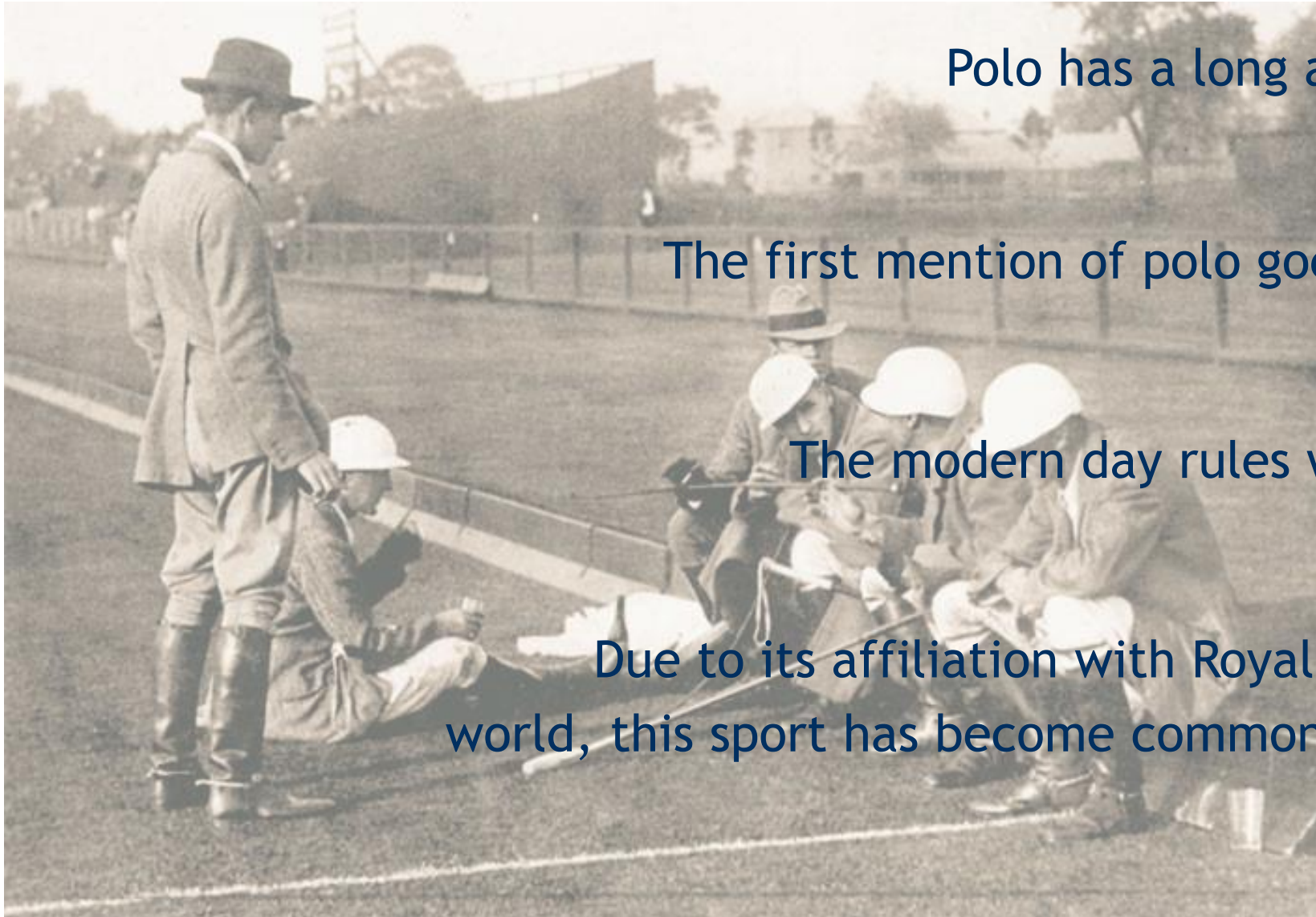
Overview

This co-branding between Aerolineas Argentinas and La Martina has an immense potential to provide brand value and strategic placement for both companies.

Aerolineas Argentinas will be able to introduce their product and influence within the polo community and its associated lifestyle universe which has a strong projection onto a more massive, aspirational clientele.

Through Aerolineas Argentinas prestige and communication practices, La Martina shall be able to reach a broader customer range beyond the Polo world, much more oriented towards luxury lifestyle as a concept on its own.

Polo: The game of Kings



Polo has a long and distinguished heritage

The first mention of polo goes back to 600BC in Persia

The modern day rules were agreed in 1874 in UK

Due to its affiliation with Royal Families from around the world, this sport has become commonly known as the ‘Game of Kings’



Polo: a global sport taking place in the world's finest venues

Polo has been at the social and sporting heart of some of the world's great venues, who use this glamorous and aspirational sport as a way to market their brands. Polo's unparalleled heritage and fan base is seen as the epitome of class and sophistication all around the world.



Not only polo is an equine pursuit for the Royal Families around the globe but many of the elite members of society have also discovered the sport with the intention of a promising business future and getting introduced to polo to establish themselves within this globally influential network of people and players.

Brands that successfully use polo to sell luxury goods and services

Cartier FABERGÉ  PIAGET Julius Bär



ASTON MARTIN

NETJETS®  AIRBUS  *BOEING*



THE RITZ LONDON

Kempinski
HOTELIERS SINCE 1897



OYSTER



LA MARTINA

Celebs at La Martina Polo Events



ADRIÁN SIMONETTI
&
THE QUEEN OF
ENGLAND

Celebs at La Martina Polo Events

ADRIÁN SIMONETTI
&
PRINCE HARRY



Celebs at La Martina Polo Events

CHARLOTTE
CASIRAGUI



Stage 3: Special Events



Above: Matthew McConaughey + Camila Alves

Left: Naomi Watts, Hugh Jackman and Isla Fisher at the Hamptons Veuve Clicquot Polo Classics, NY.

Stage 3: Special Events



Above: Rachel Zoe at the Hamptons Veuve Clicquot Polo Classics, NY.

Far Left: Monaco's Royal couple at Montecarlo Polo Open

Left: HRH Prince William and Wife at Santa Barbara Polo Club, USA.

Celebs at La Martina Polo Events



SHEIKH MANSOUR
&
RAUL LAPLACETTE

La Martina Polo (events)



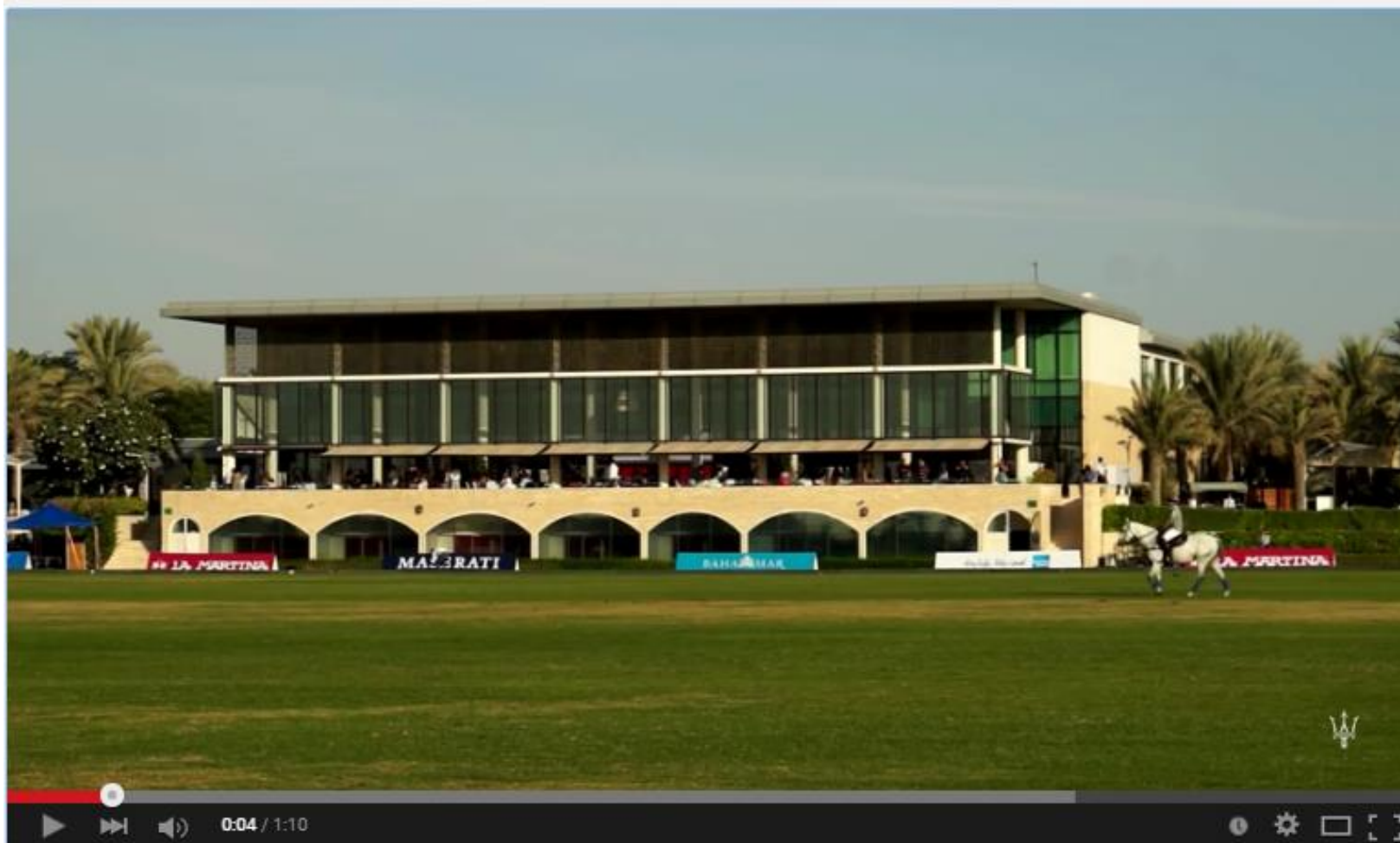
London Store Opening

https://www.youtube.com/watch?v=_CCv9KxmgnU



Maserati Centennial Polo Tour 2014 - Dubai

<https://www.youtube.com/watch?v=m9-ax966qZw>



Maserati Centennial Polo Tour London

https://www.youtube.com/watch?v=jR_YliLzPW0



10° FIP Polo World Cup 2015

<https://www.youtube.com/watch?v=3lpHlvIQH5g>



Lawyare Polo Cup - Dubai

<https://www.youtube.com/watch?v=RaVaTclGdKI>



Argentinean Open - Palermo

www.youtube.com/watch?v=-Cx0UzRrg18&list=PLWq0fvZCGHM5STtstfotmppTJ0pEQ3CsU&index=13



Thai Polo

<https://www.youtube.com/watch?v=PflIzwFD41Y>



Miami Beach Polo World Cup

<https://www.youtube.com/watch?v=deUQBZEhtc0>



Thanks!