# ecobabe

because what we do matters.

#### monica richards

TV HOST | ECO EXPERT SUSTAINABLE LIVING & BRAND CONSULTANT THE ECOBABE COLLECTIVE | ECOBOUTIQUE

## 2023 media kit



## welcome to ecobabe

Being raised on a farm has inspired my life, no matter where I go. It's my calling to share my eco expertise that began at a young age while growing up green.

I've evolved my highly trained TV Hosting and accredited Interior Design careers into a meaningful platform that makes a difference by guiding people to detox their lives, while giving our planet the voice she so much deserves.

I strive to educate, empower and inspire my following, whom I endearingly refer to as The ecobabe Collective. I also consult with brands, hotels + home owners for sustainable design, style and product upgrades. And a lifestyle line of conscious ecobabe goods will be making its debut in 2020.

Most importantly, I advocate for self love. If we honor + respect ourselves, we will honor + respect our planet.



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### brand partnerships

82% of consumers say they are very likely to follow the recommendation of an influencer they follow. I've built an authentic sisterhood with my ecobabes, yielding a high level of trust between us. Therefore, I only partner with aligned brands that I feel confident about them using.

I am honored to drive these brands' sustainable initiatives home + help shine their beacon of light into the world + onto my ecobabes, who often become true, lifelong fans of these newly approved products.

Let's create the kind of engagement that has impact for you, me and the planet.

On the following page, you'll find some of the beautifully conscious brands I've worked with.

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## brand partnerships



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## working with monica

"Monica thinks outside of the box and creates truly engaging content in a way that is rare and refreshing. She's always top of our list for new initiatives."

- Caroline Heerwagon, Chief Brand Officer, Oral Essentials

"What I love most about Monica is her connection to her audience - and the products she shares with them - is genuine and comes from her heart. For those of us who deeply believe in the products we are sharing with the world by collaborating with her, this matters so much."

- Katie Toumazou, Brand Director, CoreSelf

"The ecobabe brand brings positive energy, value and community to each of our collaborations, and honestly is just a dream to work with." - Samantha Heapps, Director of Brand Marketing, Woo More Play

"The quality of Monica's work is fantastic and she always comes to the table with great ideas. She has a very clear understanding of her social following, what works from a marketing standpoint and what can move the needle for a brand."

- Staci Levine, Owner, SLPR

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## the ecobabe collective

We are a community of 20k+ modern women who are committed to living more sustainably via connection, education and inspiration.

The ecobabe collective receives exclusive content including giveaways, tutorials + resource guides, as well as promotional pricing on ecobabe branded and eb approved products, invitations to special events + one-one-one sessions with me, where we can either green up her home or just chat about... life!

The result? A full detox from the inside out, an abode that promotes health + wellness, confidence knowing that her choices matter, that SHE matters. And that je ne sais quoi that accompanies spreading goodness for all.







## ecobabe tv

48% of consumers report that convenience, lack of awareness + availability are top obstacles to sustainability. They want to make the change, but they don't know how.

Enter: education that's clear + easy to digest.

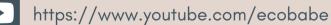
After years of red carpet interviews, plus writing + hosting for AOL, I understand exactly what the viewer wants.

ecobabe TV takes viewers on a journey of learning the importance of sustainability + discovering new ways of conscious living via tutorials, travel guides + interviews with people + brands who are doing incredible things for our Planet.

It's simple: Viewers stay engaged. They learn. They apply. They change the world.







## brand consultancy

66% of people (and 73% of Millennials) say they're willing to pay more for products + services from companies committed to positive social + environmental impact.

#### That's where I come in:

I'll help you bridge the gap between consumer + brand in the sustainability space via practices, finishes + marketing.

My international, accredited interior design career makes me a stickler for scale, the most important pillar in aesthetic. And I truly believe with a few simple adjustments in style + messaging, a brand can elevate its trajectory entirely.

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# travel & hospitality consultancy

As sustainable stays become more popular with 73% of global travelers looking to book eco accommodations, destinations need to jump on board.

Not only do I transform rooms + villas into beautifully curated ecobabe suites, with local finishes + decor, but I also aid hotels in qualifying for green certifications.

Because sometimes all it takes is a natural refresh and someone to help you get the word out!

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## ecobabe annual ig stats

#### followers 21.9k

#### static feed

10742 impressions | 755 likes | 8969 reach | 53 shares 212 comments | 846 engagement

#### story

824 impressions | 494 reach | 12 link clicks | 23 sticker taps

#### video

5348 impressions | 520 likes | 4267 reach | 3 shares 61 comments | 590 engagement

#### audience

women ages 25-44 nyc + la

#### blog

16K page views | 7138 unique visitors | 7892 page visits USA, CA, UK

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contact ecobabe available for: brand partnerships design collaborations + tv hosting

> email monica@ecobabe.co

web www.ecobabe.co

> social @theecobabe

x, Monica