

MEDIA KIT 2020

# THE GLOBAL WIZARDS

Travel Family — Passionate photographers Content Creators — 'Travel with kids' experts



www.theglobalwizards.com

@the\_global\_wizards





### **ABOUT THE GLOBAL WIZARDS**

Hi! We are Jurgen, Heleen, Yuna (9) and Hanne (7). As a Belgian travel family, we are passionate about exploring the world with our kids. We want to inspire other families to travel themselves. To show their kids all the beauty out there while enjoying the quality time together.

As professional photographers, we love to capture our travels and our fun family moments through our pictures, drone images, videos and articles. We are content creators, both for ourselves and other travel families, but also for our partners. If we work together with a brand, we focus on those aspects that you want to promote the most, without losing our authenticity and being relatable to our audience.

Although we do realise there are many content creators and photographers, we believe we can offer you a **unique opportunity**. There aren't that many professional photographers who travel around the world with their children, capturing them in their most spontaneous moments in amazing environments.

#### **AVAILABLE FOR**

**Content Creation and Visual Storytelling** (Photography / Videography / Articles) Social Media Campaigns & Content **Brand Ambassadorship Product Reviews** Press trips

### CONTACT

info@theglobalwizards.com +32477672239 @the\_global\_wizards **Based in Belgium** 









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#### WHY WORK WITH US?

We are visual storytellers! First, we bring amazing photography and videography, next we tell the story.

If your brand wants to promote its family-friendliness, show off how much fun kids and families have at your destination or place, using your products and services, we might be the perfect match for you. We can capture our kids during their most spontaneous moments because we know them. We deliver kid-friendly images that every family can relate with.

Do you need new marketing material? We can deliver beautiful and professional content from your destination, facilities or product and from our family enjoying them. You can use them for marketing purposes and share it on your social media channels.

With The Global Wizards Family, we reach real families who love to travel. We have a very engaged audience, all with a great interest in travel. Young western families who are used to search the web and their social media for information on travel destinations and products. We mainly use Instagram, Facebook, Pinterest, Twitter, Youtube and our blog www.theglobalwizards.com to share our content.



# WHAT WE CAN OFFER





### **PHOTOGRAPHY**

We can take professional pictures of your products, services and place in general. But we specialise in pictures of our kids and family. By capturing them in their most spontaneous moments, we make content you can use for your brand that is relatable to your and our audience. We also offer drone and underwater photography.

#### WRITTEN CONTENT

We can offer an article on our blog accompanied by stunning pictures, describing our experiences with your product/service or at your place. By explaining how everything works or how we felt, we can show them why they should use your brand or come to your place.



#### VIDEOGRAPHY

Besides our photography, we also offer professional videography. We provide content that can be used as promotional material on your social media channels and website. We can also offer drone and underwater video.



#### **PRESS TRIPS**

Are you looking for a family to promote your destination, brand or services? We can offer you exquisite and professional promotional material. With our social media channels and our blog, we can share this content and reach many other families.



# WHAT WE CAN OFFER





#### **BRAND AMBASSADOR**

Looking for a family representing your brand as an ambassador? By regularly creating content and promoting your brand on our social media channels and blog, we can both reach many other families. We only work with brands where we have the feeling the brand aligns with our audience and family.

### **SOCIAL MEDIA CAMPAIGN**

We are active on Instagram, Facebook, Pinterest and Youtube. We can help you with organising your own social media campaign by giving content (or advice if needed). To promote your brand to our own audience, we can set up a social media campaign ourselves and spread the content on our own channels.



### **PRODUCT/PLACE REVIEW**

The families that follow us are actively looking for travel and photography gear, transport, activities and accommodations. Do you have a product, service or place you think would be interesting for our audience? We are happy to test it out and give an honest review.



### CONSULTANCY

Heleen has an MBA in marketing, Jurgen is a web developer. If you want social media advice, how to enhance your photography or improve your website/webshop, feel free to contact us for further information.



### **OUR AUDIENCE**





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The Global Wizards

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#### WHO ARE THEY?

#### We reach thousands of **engaged families who love to travel**.

- They are actively looking for travel inspiration: What are fun or adventurous destinations to visit as a family? Where can they sleep as a family? What should they wear?

  - Which travel and photography gear should they take along?

#### DEMOGRAPHICS

GENDER		AGE	
78% female			18-24y
22% male		37%	25-34y
		39%	35-44y
COUNTRIES Ins	stagran	n	Blog
US:	27%		22%
UK:	8%		5%
Belgium:	8%		16%
Australia:	7%		5%
The Netherlands:	5%		6%

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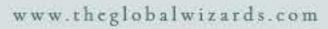


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#### INSTAGRAM @THE\_GLOBAL\_WIZARDS

### 13,7k followers 11% average post engagement rate

We have a very engaged audience, with 2-5% average engagement on Instagram.

- **BLOG** www.theglobalwizards.com
- 3,4k monthly users 179 newsletter subscribers
- 5,2k monthly page views
- **PINTEREST** THE GLOBAL WIZARDS
- 71,9k monthly viewers 349 followers

#### FACEBOOK & YOUTUBE THE GLOBAL WIZARDS

372 followers & 34 followers



# **BRANDS AND TESTIMONIALS**









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CAMP & RESORT









"We collaborated with The Global Wizards to present our comfy loungewear to their followers on social media. The communication with Heleen was very easy and quick and besides great responses on our products on their accounts, we also received a folder with A-MA-ZING photos in different versions we can use ourselves.

We thought it was a great collab, we definitely recommend it to other brands and we look forward to other possibilities to work together in the future!"

#### DESIREE, SNURK, AMSTERDAM

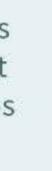
"Collaborating with @the\_global\_wizards was such a pleasant experience. We partnered with them at a time when everyone was struggling amid the pandemic. Despite us being an outdoor/travel brand, they demonstrated professionalism and delivered the best possible work in promoting Tesalate. Genuine professionals like @the\_global\_wizards show respect for their work no matter

what situation they are in. Amazing people to work with!"

#### GEANN, TESALATE, AUSTRALIA

"We have collaborated with the global wizards, we are very happy about the quality of the stories and posts. They are a very nice family to work with !!"

VITTORIO, MASSERIA TORRE COCCARO, 5-STAR HOTEL, PUGLIA, ITALY





NEWHEADAND

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