



Bite-Size Adventures



OUR GOAL

- Drive Consumption
- Build our Community
- Curate Content

OUR CHALLENGES

- Community in its infancy – launched April 2018
- Clutter - “New Year New You”
- Complexity of range



OUR JOURNEY



BRIEFING OUR GUIDES



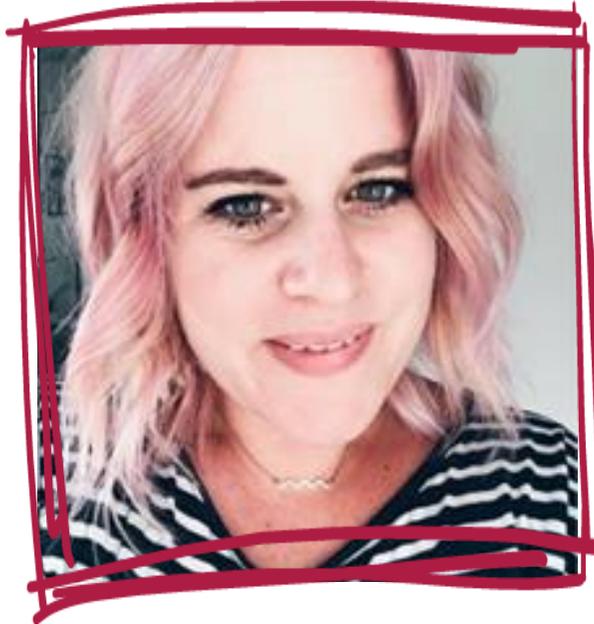
MEET OUR EXPLORERS



SOOBY LYNCH



@standingbythewall_ 10.4k



LILI FORBERG



@liliforberg 18.6k



MEL MCDERMOTT



@galzgonewild 7.2k

MORE IMPORTANTLY...WHAT ELSE DID WE KNOW ABOUT THEM?

OUR ROUTE





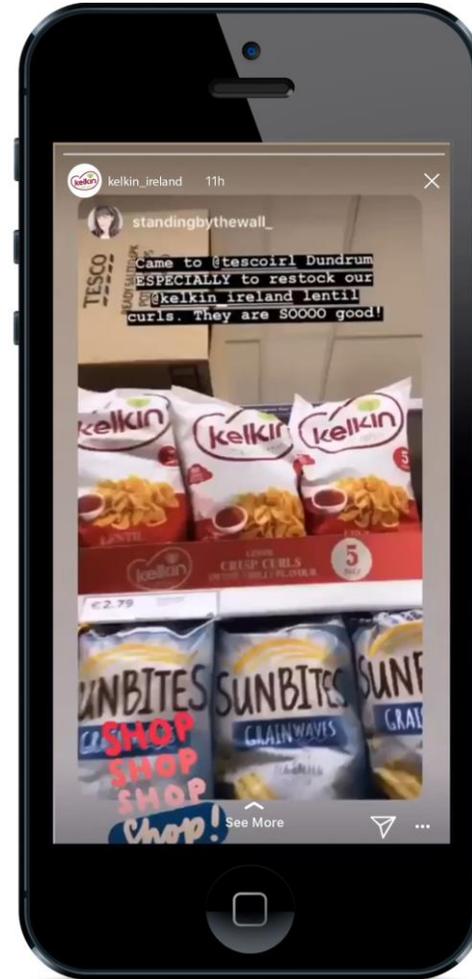
OUR VANTAGE POINT



1,200 FOLLOWERS

1.6M

REACH



KEY BRAND
ADVOCATES



NEW & ENGAGING
BRAND ASSETS



UNIQUE SPONSORSHIP
OPPORTUNITIES

THANK YOU

