The Blonde Nomads

www.theblondenomads.com.au

Thank you for your interest, we are Rob, Tracy, Marli and Ziggy,
an adventurous Australian travelling family known as The Blonde Nomads.

Rob is a Builder/Carpenter by trade and Tracy is a Photographer, Graphic Designer and Marketing Manager. We like to break away from the normal 9-5 work day 'hamster wheel' and connect with all things nature. We share our time between our home in Sydney and travelling on the road. We started sharing our adventures online with the introduction of Instagram and to our surprise we quickly gained a generous following. People love to see how we travel as a family and from this, we created our website and blog to share more details, travel tips and highlight videos which have proven very popular. We are passionate and love what we do and our goals are to inspire other families to travel, unplug from modern technology as much as possible, and to slow down and appreciate the small things.

We work with brands, businesses, holiday destinations and more. As a young presentable family of four (our daughter Marli is 4, and son Ziggy is 1.5 years old) we love to travel and explore new places and share our adventures with our online followers. With vast travel experience coupled with professional photography and marketing skills, The Blonde Nomads can provide a unique and professionally documented overview of our adventures and experience with your brand.

Our Services Include:

- High quality professional photography above and below the water.
- Images shared on our social channels including Instagram, Facebook and Twitter to over twenty thousand authentic and engaged followers.
- Blog posts published on our website and sent out to our subscribers via eNewsletter.
- Professionally edited video clips showing highlights of our experience.
- Professionally written articles and content created for your own media channels.
- Instagram and Facebook takeovers/hosting of your social accounts.
- Product reviews/road tests and more.

Following and Reach

Blog: 10,000
unique monthly visits

18.9k

6k

Growing following on:

- Large majority of our followers come from Australia followed by the USA and UK.
- 58% Female 42% Male
- Majority aged between 18 - 44 years old
- Up to 100,000 impressions per week and a reach of 11,500 per post.

AUSTRALIA'S TOP 50 INFLUENCER AWARDS
mydeal.com.au
NOVA100 | trivago

Shortlisted for Australia's Top 50 Influencer Awards

Work with us:

We partner with like-minded brands that are family friendly. We prefer to have a personal experience, or relationship with a brand / destination before we endorse them.

- We work with our clients and offer both contra packages and paid opportunities. As a family with young children we do not have set fees as each destination or product is different and costed accordingly. As a guide we charge $500 per day for travel famils.
- For Australian domestic travel we have a 3 or 4 night minimum stay (depending on location) and a minimum stay of 7 nights for International travel. As you can imagine travelling with little ones can be very busy and everything is at a slower pace as we need to incorporate day sleeps and down time for them on top of creating quality content for our clients.
- Sponsored Instagram and Facebook posts start from $250.00.
- Sponsored Blog posts start from $400.00.

For more information and collaboration opportunities please email **theblondenomads@outlook.com**

Client testimonial:

Tangalooma Island Resort, Queensland

“Tangalooma’s recent social media collaboration with The Blonde Nomads has been both enjoyable and lucrative. The entire sales and marketing team at Tangalooma were so impressed with the level of professionalism, commitment and sheer standard of work that Tracy and Rob displayed throughout this collaboration. The images they supplied surpassed our expectations in both quality and quantity and it is obvious how truly passionate they are about photography as well as adventure, travel and the outdoors.

Rob and Tracy were an absolute pleasure to work with, being both down to earth, gentle natured, and gracious but at the same time, highly organised and incredibly thorough. We are so proud to have had The Blonde Nomads visit the island and would welcome them back again with open arms should they ever want to visit.”

Jessie Newman, Tangalooma Island Resort

Worked with:

Jetstar
airbnb
Heron Island GREAT BARRIER REEF
HAMILTON ISLAND GREAT BARRIER REEF AUSTRALIA
TANGALOOMA ISLAND RESORT
New Age Caravans New Age of Living
Holidays with kids
camplify
LightFORCE PERFORMANCE LIGHTING

Featured in:

Holidays with kids
Daily Mail AUSTRALIA
FIVE STAR kids TRAVEL + LIFESTYLE
What’s Up Downunder
The Daily Telegraph
AUSTRALIAN CARAVAN+RV
7travel .com.au
ESCAPE

CASE STUDY

The Blonde Nomads and Jetstar

We were approached by PR company One Green Bean (OGB) to work with them and their client Jetstar Airways.They wanted to tap into the emotional reasons why their customers travel eg. to connect with people they love, to unwind from their hectic lives and to explore the world around them.

The 6 month campaign comprised of 3 trips, 1 international and 2 domestic. We flew via Jetstar and stayed in family friendly accommodation that was booked via their online hotel and accommodation booking page on the Jetstar website. We had the freedom to choose destinations and accommodation which was all paid for by OGB/Jetstar. We chose to travel to The Cook Islands, Hamilton Island and Tropical North Queensland.

From these adventures we created quality engaging imagery to share on our social media channels, a website blog post for each adventure, and a highlights video clip. We were to tag @jetstarAustralia and #jetstarhappiness in all images shared on Instagram and Facebook.

Campaign Summary

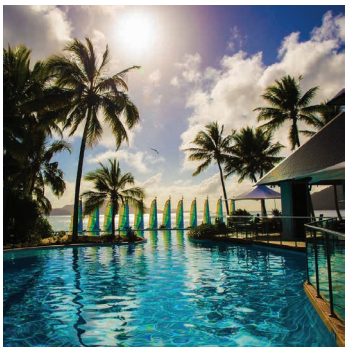
The Cook Islands

We enjoyed 7 amazing days exploring The Cook Islands as a family. We hired a car and visited a tribal village, ate at the local night markets and swam in the tropical waters that surrounded our resort.

- Blog Post: http://www.theblondenomads.com.au/a-lovely-bunch-of-coconuts-in-paradise-the-blondies-visit-the-cook-islands/
- Highlight video: https://vimeo.com/171289531
- We produced some amazing imagery, video and blog content that we shared on our Instagram, Facebook and Twitter feed which was very successful. We were featured numerous times by many holiday travel accounts including @thecookislands instagram account to their 43.9k followers.
- We also provided Holidays With Kids Magazine a feature story on this adventure. This story can be found under the Meida & PR tab of our website under: http://19912-presscdn.pagely.netdna-cdn.com/wp-content/uploads/2016/11/170-173-HWK49-Cook-Islands-1.pdf

Holiday With Kids Magazine Feature

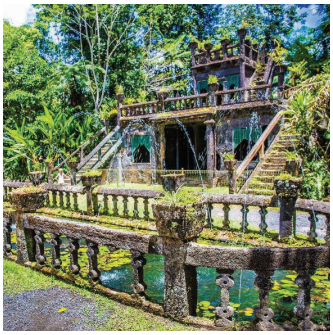
Campaign Summary Continued..



Hamilton Island

We enjoyed 5 days on Hamilton Island. In that time we hired a golf buggy and toured the island, had breakfast with the koalas and visited the Wildlife park (more than once!), took a boat tour out to the reef and to Whitehaven beach. It was a great holiday and we didn't want to leave!

• Highlights video: https://vimeo.com/183572801
• Blog Post: http://www.theblondenomads.com.au/hamilton-island-the-land-of-koalas-crocs-buggies/
• We produced some amazing imagery, video and blog content that we shared on our Instagram, Facebook and Twitter feed which was very successful. We were featured numerous times by many holiday travel accounts and tourism boards including @Australia (2.6M), @Queensland (337K) and @hamiltonisland (112K).
• Hamilton Island featured us in a Travelling With kids blog post and sent it out to their substantial eNewsletter subscriber list (http://www.hamiltonisland.com.au/blog/25-tips-for-travelling-to-hamilton-island-with-young-kids).

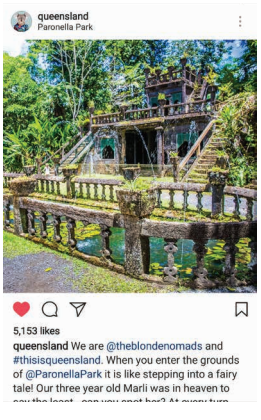


Mission Beach

We enjoyed 5 days in Tropical North Queensland. We hired a car and based our stay at Mission Beach and enjoyed some day trips out to beautiful swimming holes, rainforest walks as well as the famous Parronella Park.

• Highlights video: https://vimeo.com/194424227
• Blog Post: http://www.theblondenomads.com.au/mission-beach-fairy-tale/
• We produced some amazing imagery, video and blog content that we shared on our Instagram, Facebook and Twitter feed which was very successful. We were featured numerous times by many holiday travel accounts and tourism boards including @Australia (2.6M), @Queensland (337K) and @Tropicalnorthqueensland (1.10K).

Instagram Feature Examples



CASE STUDY

The Blonde Nomads and New Age Caravans

In 2014 we approached New Age Caravans for an sponsorship, and they provided us with a loan caravan which was a brand new Oz Classic 20E S-Pack. We enjoyed an amazing 3 month adventure along the East Coast of New South Wales and Queensland. At the time we were a family of 3 and The Blonde Nomads had 3,000 followers (Instagram and Facebook combined), and no established website. New Age Caravans had a new Instagram account and a small following on Facebook.

- During this adventure we shared vibrant inspiring images of our time on the road to our social channels and helped grow New Age Caravans Instagram and Facebook presence by tagging @newagecaravans and #newagecaravans in our posts.
- We hosted an Instagram take-over on their Instagram account which gained them over 100 new followers in one week (a great result for 2014).
- We worked with their marketing team and provided them with images and content for use in their marketing campaigns.
- Whats Up Downunder Magazine featured us in an article. This story can be found under the Media & PR tab of our website under: http://19912-presscdn.pagely.netdna-cdn.com/wp-content/uploads/2015/01/Page_136_137.pdf

Whats Up Downunder Magazine Feature

Client Testimonials

One Green Bean - Jetstar and Airbnb Campaign

The Blonde Nomads have worked with One Green Bean on several travel campaigns as co-creaters as well as a case study, where they assisted in the creation of campaign assets and imagery. For each campaign, Rob and Tracy have been professional and flexible, working collaboratively with clients to deliver the best results for both the client and their audience. Working with The Blonde Nomads has been an easy, timely and rewarding experience and I look forward to working with them again in the future.

Lauren Caverley, OneGreenBean

Heron Island Resort

I've known the Blonde Nomads for a couple of years now and have worked with them in capturing content for beautiful Heron Island on the Southern Great Barrier Reef.

Their style of photography is perfect for Heron Island, showcasing the incredible blues of the sky and water that visitors to the island will experience and the incredible marine and wildlife on the island, including some amazing underwater shots of the turtles.

The Blonde Nomads really helped us to share the family aspect of the resort with their beautiful little ones starring in a few of their shots. They also totally understood what Heron Island is all about in terms of being "nature's wonderland" – a place to relax and be at one with nature, and they incorporated this feeling and message in all of their content and posts to their following.

I'd have no hesitation in working with the Blonde Nomads again.

Ruth Appleyard, Heron Island / Delaware North

Free247lifestyle - Influencer Client

I have been asked to write a Reference on behalf of Tracy & Rob Morris, who are known to me through our dealings with them, via their "The Blonde Nomads" Social media platform. Whilst our relationship is only a relatively new one, from my experience, initial interactions are the best indicators of future outcomes. We've found the Morris's to be honest, proactive and reliable, which are three traits that we value in business and that typically form the foundations of long term partnerships. The Social media "influencers" space that Tracy & Rob are part of, is certainly a crowded one, but I'd be comfortable in saying that they would be considered leaders in this category for the Australian market.

With a centering on all things "Family" and a wholesome image in the market, a Brand looking for credible representation would be well served by The Blonde Nomads. Should there be a need for clarification on any of the above, I'd be happy to assist.

Tim Wingrove, Free247lifestyle