

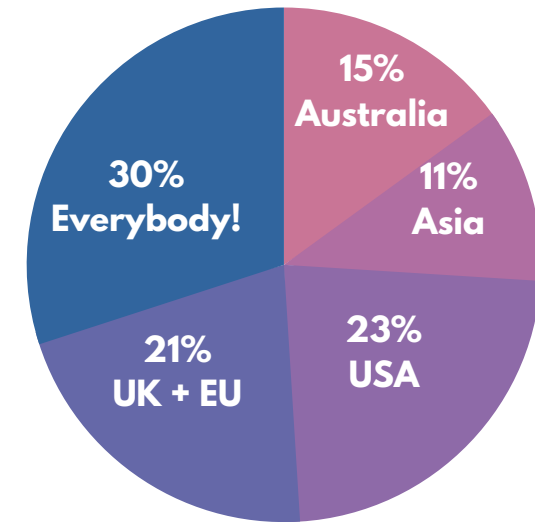
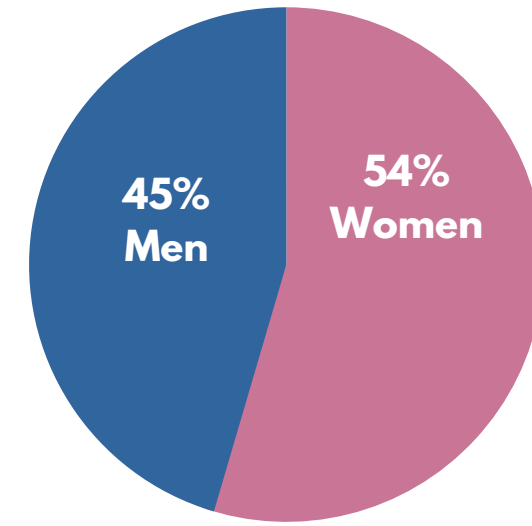
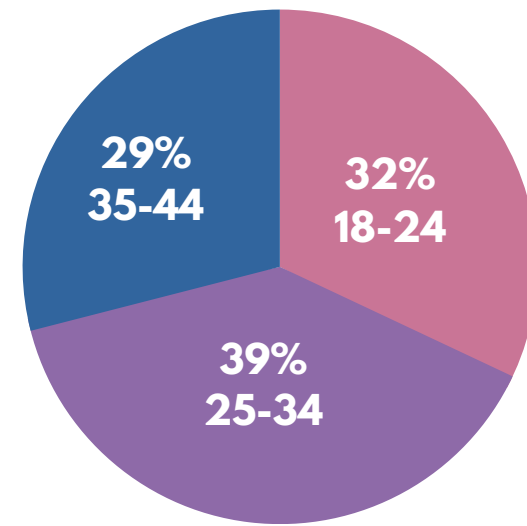


THE BLONDE

MEDIA KIT

ABOUT US

THE BLONDE IS AN END-TO-END CREATIVE SERVICES AGENCY FOR SOCIAL



**THE BLONDE
NETWORK'S
FOLLOWING**

15+ MILLION
NETWORK FOLLOWERS

6 MILLION
INSTAGRAM FOLLOWERS

3.5 MILLION
FACEBOOK FANS

1.7 MILLION
TIKTOK SUBSCRIBERS

7 MILLION
MONTHLY WEB REACH

THE BLONDE SAVES THE SOCIALLY AWKWARD

At the Blonde, we turn socially challenged brands into media darlings. Because brands have personalities, and it's our job to make sure you don't have multiple personality disorder.

Our skill lies in creating tailored content and marketing strategies that feel completely natural. We begin with the building blocks of your brand, working hand-in-hand with your brand's marketing strategy across an array of digital and traditional channels. From there, we identify what's likely to generate talk, not just idle chatter.

The result: we'll help you speak with one voice across all your channels, work out which circles you can enter, and where you can create a sphere of influence. That means your brand will speak with one voice that won't be lost in translation, while reaping the rewards of the most differentiated marketing.





**Everything you
wanted from social,
but better.**



BUILD YOUR CREATIVE CAPITAL.

WE LOOK AFTER A MASSIVE NETWORK OF ARTISTS AND CREATIVES TO BUILD VISUAL MEDIA INTO YOUR BRAND

We're here to help you put your brand to work, drop the marketing clichés, and let your hair down. Our network of artists and suite of creative services means that we bridge digital advertising with social media to create brand strategies that feel completely natural, but with a serious dose of creative direction. And while we live our lives on the internet, we're just as effective IRL. Think activations, exhibition launches, billboards, murals, and outta-sight on-the-street engagement. Our vast network allows us to partner with clients and agencies to launch marketing initiatives within and well beyond the digital realm. From designing billboards with Capitol Records, to producing films with Canon, to creating animations with Amazon- we've done it all, and we can do it with you, too.

An aerial photograph of a person in a red kayak on turquoise water. The water is filled with white foam, suggesting a wave or a break in the water. The person is positioned in the lower-left quadrant of the image, moving towards the right. The overall scene is vibrant and dynamic.

SOCIAL CURRENCY YOU CAN BANK.

WE REPRESENT THE LARGEST ARTS/VISUAL MEDIA SOCIAL CHANNELS IN THE WORLD.

And we have the numbers to back it up. When you create content with us, you can gain access to over 15 million followers (and counting), while you grow your own channels as a juicy side-effect. Our social exchange takes place across many industries and communities – with demographics for any client in the arts, travel, tech or food space, and beyond. And that happens through stories, complete with characters and personalities. The Blonde team is made up of masterful storytellers. We tell stories that demand attention, far beyond traditional marketing. Our endorsement marketing is wrapped up in entertainment with a compelling premise. And our audience is hearing our story from a trusted friend, not being rudely interrupted.



LET'S GO VIRAL.

WE'RE ABLE TO CONSISTENTLY CREATE CONTENT THAT BREAKS THE INTERNET.

Every client wants viral content, yet many creators don't fully understand the secrets of making the right impact. We make it happen way more than most because we've got the science down pat. (It also doesn't hurt that our partner channels are automatically ranked higher in Facebook and Instagram user's newsfeeds compared to other accounts.) In fact, Facebook, YouTube and Instagram have described our partners as premium content providers. And Instagram and Facebook frequently invite our partner's directors to deliver lectures to their teams and clients on all things social media from the influencer's perspective.

We're also prepared to back ourselves, our pricing is based on reach . That means we have all the incentive to get the content out there to the masses, ensuring genuine reach and complete transparency. And unlike most of our media contemporaries, our channels can freely publish and share controversial content and run cheeky campaigns, no dramas.



FAMOUS CLIENTS, FROM FAMOUS WORK.

OUR CLIENTS ARE CONSISTENTLY OF THE MOST PREMIUM CALIBRE, BECAUSE WE PROVIDE THE MOST PREMIUM CONTENT.

Names, brands and fortunes are made and sustained on social media. And they're promoted with carefully considered, meticulously produced content. It's no happy accident. Success is engineered.

We'll help your brand to create stories that make an audience connect, not just scroll on by- and we'll make sure that your moves blow up on social. We're not here to steal the limelight. We work to ensure you take centre stage.

We've put Amazon, Tesla, Toyota, MONA, Showtime, Atlantic Records and even California Avocados on everyone's lips with tailored, impactful campaign strategies. We match you with the messages that are consistent with your brand, your stories, your voice. Because when your brand's social strategy is true to who you are, you'll make more friends.



OUR PARTNERS

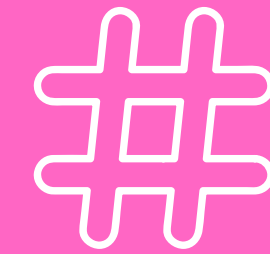


OUR PARTNERS

@FOODPORN



1MM Followers
on Instagram



6MM Followers
on Facebook

**HASHTAG FOODPORN.
HASHTAG WE OWN THE INTERNET.**

The desire for food on the internet continues to reach new mouth-watering proportions. Recognising this – and to help our clients get even greater exposure for their big, sloppy, and gratuitous content – we started Food Porn. That’s right, our network partner owns the trademark for one of the most popular tags on social. And it’s worldwide. Suffice to say there are 265 million instances of #FOODPORN on Instagram alone. Drool on that.



OUR PARTNERS

@STREETARTGLOBE



16MM Followers
on Instagram

CANVAS THE BIGGEST AUDIENCE IN THE ARTS.

StreetArtGlobe is the largest arts account in the world with a curated collection of arts, visual, and viral media coverage daily. And they're a favorite of the platforms, Instagram and Facebook automatically rank StreetArtGlobe's content above other accounts.

In fact, Instagram likes them so much, they recommend you follow them when you join. Drake, The Rock, Katy Perry, Lady Gaga, Chris Brown and Jennifer Lopez did, so new followers are in (pretty) good company.



OUR PARTNERS

@GLOSS



4.5MM Followers
on Instagram



1.6MM Followers
on Tiktok

CANVAS THE BIGGEST AUDIENCE IN THE ARTS.

Gloss is the largest arts account in the world with a curated collection of arts, visual, and viral media coverage daily.

Instagram likes them so much, they recommend you follow them when you join. Drake, The Rock, Katy Perry, Lady Gaga, Chris Brown and Jennifer Lopez did, so new followers are in (pretty) good company.

WHAT WE DO



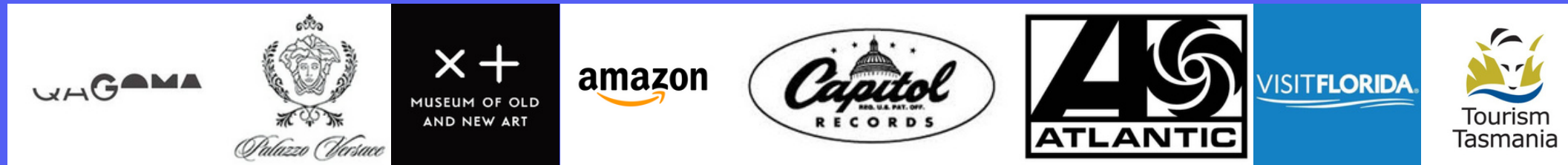
01

**DIGITAL
MARKETING &
ADVERTISING**

Marketing that speaks the right social language.

'Social strategy', everyone's doing it, but few are nailing it. We may do it all, but our fluency is social. The Blonde offers market research, content development, campaign implementation, and technical optimisation to deliver the right message to reach the right people at the right time. And we'll link your social to your brand's key strategic digital projects, to ensure that we're amplifying, not multiplying, your messaging. On top, we offer real-time analysis of trends, data and results, so you can be at the forefront, rather than jumping on the bandwagon.

Who we've done it for:



02

**ENDORSEMENT
AND INFLUENCER
MARKETING**

ENDORSEMENT AND INFLUENCER MARKETING

Our wide circle of influence(rs).

Whether you're looking to build your circle of friends or expand your sphere of influence, we're the real deal. Our partners hold massive brand equity- our audiences subscribe to us for direction on the best in visual media, arts, culture, and travel. And we have real reach that's measurable by clear and collaborative analytics, and performance-based KPIs. Bruno Mars, Tesla, Discover Hong Kong, Tourism Queensland and MONA Museum are among our clients- because we make sure they keep choice company.

Who we've done it for:



03

**ACCOUNT
GROWTH**

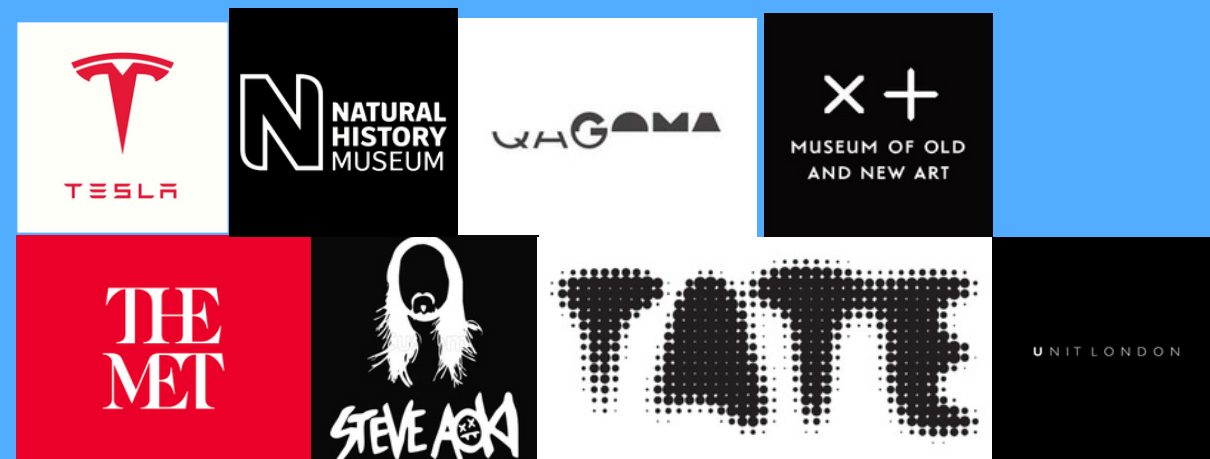
ACCOUNT GROWTH

Bigger stays better

And we're big where it counts. We have ideal demographics, and our targeted account growth strategies make sure that we send the right audiences your way.

We have a strong track record launching businesses and brands in the arts, music, food, travel, and culture spaces. Our brand equity, paired with our influencer marketing and media buying strategies- mean increasing followers and ensuring that your campaign reaches the masses by the millions.

Who we've done it for:



04

**ARTIST AND
BRAND
COLLABORATIONS**

ARTIST AND BRAND COLLABORATIONS

Visual and social artist collaborators, **never** imitators.

The Blonde maintains relationships with an expansive network of artists, musicians, copywriters, animators, videographers, and art directors, positioning us to produce novel and customised collaborations between creatives and brands in high quality. Our Network partners' work in this space has included end-to-end collaborations with muralists, record labels, galleries, tech brands, and television studios. We'll find the right fit for your brand, recruit from our creative network, and then get our partners to activate the work across social to ensure your splash gets everyone soaked.

Who we've done it for:

amazon



SHOWTIME

TWIN PEAKS



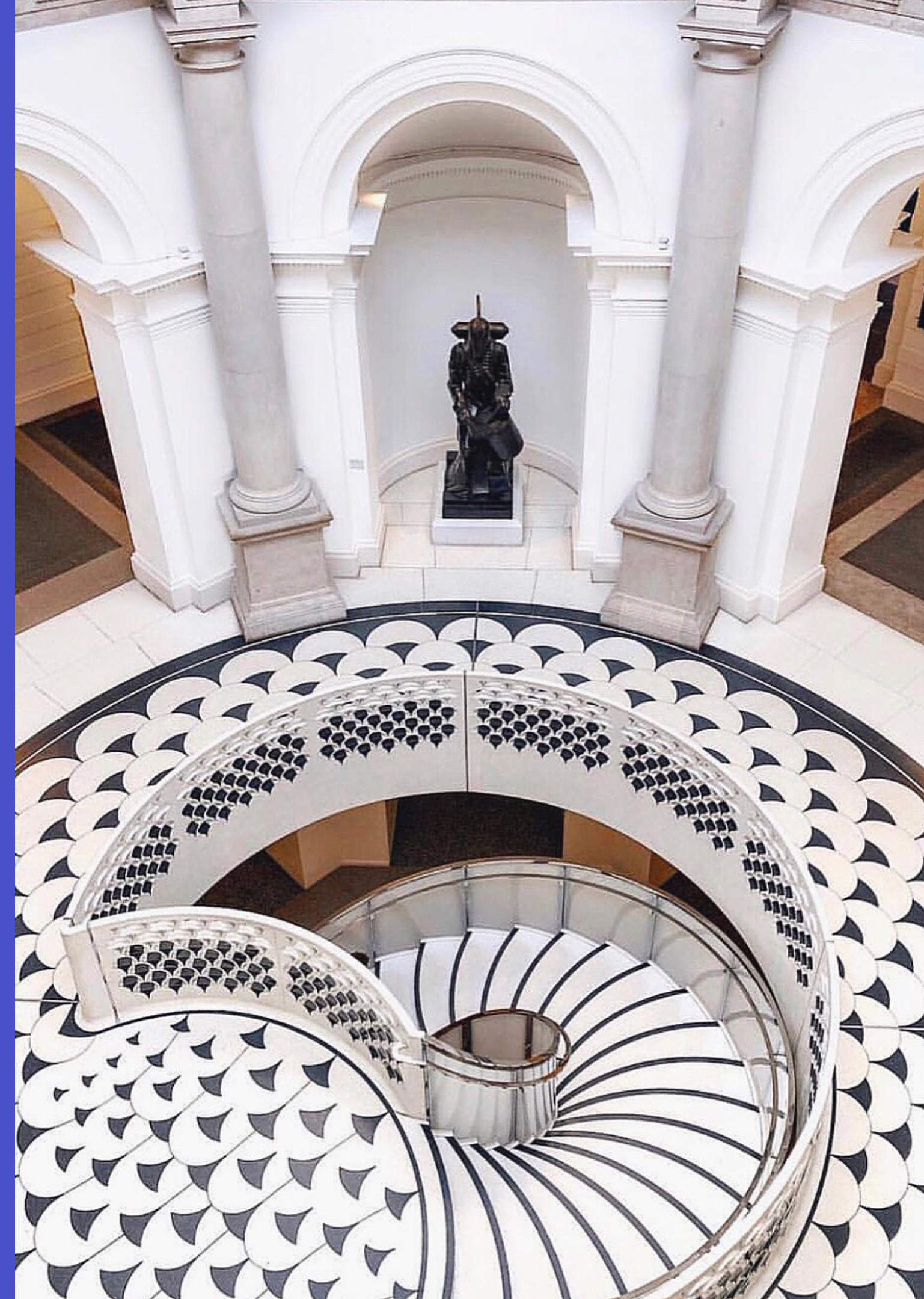
05

**MEDIA COVERAGE,
ACTIVATIONS &
JOURNALISM**

Media coverage, darlings.

Becoming a media darling means having the right assets. We're talking insta-friendly, newsworthy, bona-fide social currency. With proven chops in art, food, hospitality, and travel, we've travelled the world to show our audiences the best-of. Our Network partners have covered events for clients as diverse as Art Basel, Good Food, Broadsheet, Dark MOFO, BBC, Visit London and Red Bull House of Arts Program. It keeps workin', so we keep workin' it.

Who we've done it for:



06

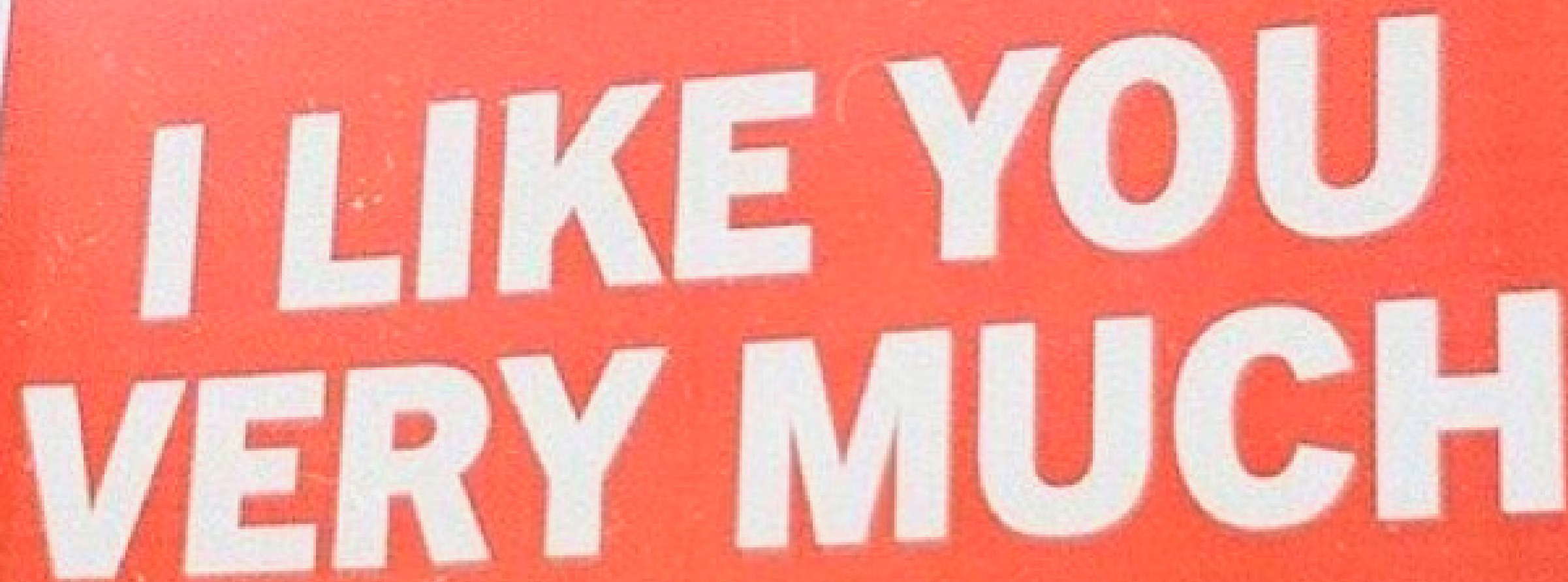
**SOCIAL MEDIA
ACCOUNT
MANAGEMENT**

Social management that's always on

Impactful social branding is a science, and Blonde is all brains. We'll build yours from the ground up. We begin by analysing yesterday's challenges so we can strategize for tomorrow. We'll conduct a social media audit including a review of analytics, SEO and SEM. We then collaborate with you to develop sound social strategies and a calendar of content that is consistent with your brand's DNA, not a strain of someone else's. We can even handle production. From there we offer testing, and develop your analytics framework and ongoing community management, because social never switches off.

Who we've done it for:





**I LIKE YOU
VERY MUCH**

**HOWEVER YOU WANT
TO GET CONNECTED,
WE'RE ON IT**

**HELLO@THEBLONDE.COM
+61 4 66 400 640
INSTAGRAM.COM/THEBLONDE**