

TRAVERSE

PRODUCT REVIEW CAMPAIGNS



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HAND PICKED CREATORS WITH AN ENGAGED AUDIENCE THAT PERFECTLY FITS YOUR PRODUCT

Want to shout about your latest product? Maybe you've just released the latest model of a piece of tech, a brand new design of trainer or even an online tool that you want to create a buzz about and generate strong leads.

In the current climate more people are online and tuning into social media platforms than ever before.

Bloggers, Instagrammers, photographers and videographers can produce a range of content across blogs, Youtube videos and social media platforms dedicated to your latest product.

By working closely with hand picked content creators from our engaged network, Traverse can help you to get your product in front of the right demographic, taking away the stress and effort from you.

WHY IS TRAVERSE DIFFERENT?

WE DON'T USE GENERIC ONLINE PLATFORMS OR AUTOMATED NETWORKS

Traverse are a multi award winning content marketing agency that has been working closely with thousands of influencers and creators since 2006 when our co-founder first started blogging. We are uniquely placed to match the perfect digital content creators and influencers with your brand.

- 30 years combined experience in digital content creation & social media
- An established community of over 10,000 creators & influencers
- Existing relationships with the very best influencers



WHAT WE OFFER

WHAT TRAVERSE CAN OFFER FOR YOUR PRODUCT

We don't use automated tools to run product review campaigns, we carefully select content creators that are a perfect fit for your product or brand. These campaigns can be executed on a tight turnaround to deliver results for your brand. We will take away the stress and effort required to find the right influencers for the campaign, manage them and ensure high-quality content is produced.

Traverse are able to manage every aspect of your brand campaign, from coming up with the creative concept right through to delivery and reporting.





WHAT WE OFFER

WE ONLY USE CREATORS THAT ALIGN WITH YOUR BRAND

All campaigns use creators that are known to Traverse through our extensive, global network, which has been built for the past seven years and is constantly being updated with new influencers who are vetted by the Traverse team. We know the creators that will align with your brand values and who have the perfect audience for your product. We can help with the following:

- Finding the right creators/influencers that fit with your brand & product
- Concept or campaign ideas (when needed) to perfectly fit with your brand and the chosen creators
- Finding those creators/influencers that are professional and deliver exceptional results
- Managing the content creators/influencers from start to finish
- Full reporting on the results of a product review campaign

CASE STUDIES



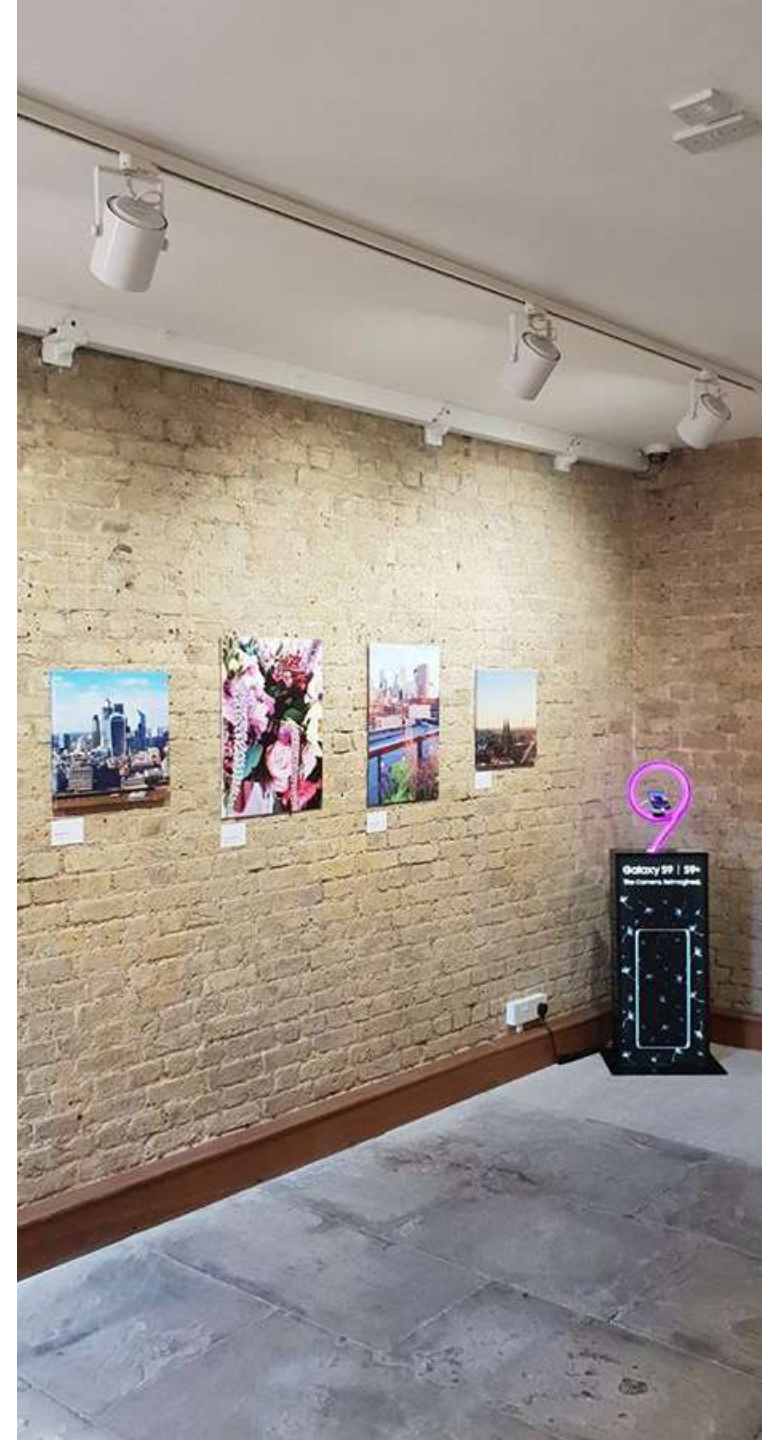
THREE UK AND SAMSUNG

#THREEGALLERY TO SHOWCASE THE
BRAND NEW SAMSUNG S9

In July and August 2018, we partnered with **Three UK** and **Samsung Mobile** to showcase the new Galaxy S9 and S9+ with the #ThreeGallery, which comprised of an exhibition and a VIP event.

50 selected influencers were given the latest gadget as Traverse put on a series of mobile photography workshops to help improve their photography skills.

Each creator submitted one entry which were then displayed in an exclusive art gallery in Mayfair, London. Content creators were invited to attend a special VIP evening event to launch the gallery and to view their artwork. The gallery was subsequently opened up to the general public to view the collection.





EPIDEMIC SOUND

Traverse worked with Epidemic Sound to highlight their music subscription service to video creators and vloggers. Epidemic sponsored our video event, KeyFrame, where we worked together to allow content creators to test a free trial of their service.

LICKD

Traverse are working closely with Lickd on a year long campaign to encourage sign ups to their subscription product. Traverse identified influential ambassadors to showcase the product Lickd was offering to their audience.

ADOBE

Adobe sponsored our KeyFrame event in Hamburg, highlighting their subscription product to our audience of video creators.

A FEW OF THE BRANDS WE HAVE WORKED WITH PREVIOUSLY

All campaigns are entirely bespoke and personalised to match the best creators and their audiences with your brand and USPs. Here are a selection of some of the wonderful brands we've worked with before on product campaigns:





FOR MORE INFORMATION,
DROP US AN EMAIL



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