

INFORMATION DECK

International bestselling author, travel expert, *National Geographic* and *Travel Channel* TV host, award-winning journalist and brand ambassador Robin Esrock has visited over 100 countries on all seven continents in search of the world's most unique experiences. Now he's turning his attention to the best of Australia, and bringing his family along for the ride. Spanning adventure, nature, culture, history, food, and sport, *The Great Australian Bucket List* and *Esrocking Australia with the Kids* chart a personal journey into the very heart of Australia, seeking the attractions, landscapes, characters, quirks and culinary wonders that define the nation.

OUR PROJECT CONSISTS OF:

- **PRINT:** Two narrative travel books published by Affirm Press and distributed by Hachette Australia.
- **ONLINE:** Extensive online companion sites with add-value practical information, recommendations and endorsements, blogs, videos, image galleries, maps, bonus content and contesting.
- **SOCIAL:** Dedicated Facebook, Twitter and Instagram accounts.
- **EVENTS:** Public speaking events in major Australian urban markets.
- **MEDIA:** National and regional earned media coverage.
- **PARTNERS:** Co-promotional domestic and international brand partners, with the participation and co-operation of Australian state tourism organizations



Title Partner



Airline Partner



Hotel Partner



Agency Partner



DISTRIBUTION AND TIMEFRAME

Our books will be widely available across Australia and New Zealand, appearing on prominent display and end-caps in bookstores, gift shops, airports, and big box stores. Available in print and digital format, *The Great Australian Bucket List* will be on the shelves in October 2018, with *Esrocking Australia with the Kids* following up in August 2019.

YOU'LL FIND OUR BOOKS IN:



DIGITAL PLATFORMS

Launching in October 2018, the Australian Bucket List is accompanied by an extensive companion site (aussiebucketlist.com), with practical information and bonus content to inspire readers and online visitors to follow in Robin's footsteps

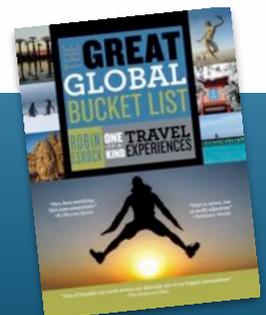
Launching in December 2017, EsrockingKids.com is a virtual scrapbook of the family's once-in-a-lifetime adventure, with daily updates of what the family did, where they went, who they met, partners, parenting tips, and endorsed family travel products.

Both sites feature activities and destinations as seen in print and social. **Banner ads, sponsored editorial, social plugs, ambassadorship and integrated marketing is also available** (see page 7).



Our model follows the proven print-digital-social blueprint of Robin's *Great Canadian Bucket List*, which has been Canada's #1-selling travel book for 4 years, a 12x national bestseller, that receives 50,000 unique visitors a month to its website, and has over 80,000 followers.

Published by Affirm Press, Robin's most recent book, *The Great Global Bucket List*, outsold the biggest selling Lonely Planet title in Australia and New Zealand over Xmas in 2016, and sold out its first print run in just two months. A second print run hit the shelves in September 2017.



SOCIAL MEDIA



With over 150,000 followers across his social media channels, Robin has been a North American brand ambassador for Tourism Australia, Ford Motors, Visit Britain and others. Along with his team, Robin will be Tweeting and Instagramming the family's nationwide journey on new channels established for the Australian Bucket List and Esrocking Kids projects, **focused on the Australian and New Zealand market.** Participating sponsors will be featured across all these channels during the research period and post-launch content strategy. In-kind partners will receive positive social posts across relevant channels.

MEDIA BUZZ



Robin Esrock is a sought-after international travel expert, consulting regularly with major news outlets in Canada, the United States and Australia. During a short visit in 2016 to launch his bestselling book *The Great Global Bucket List*, Robin was interviewed by ABC's *Life Matters*, ABC Melbourne's *Conversation Hour*, the *Sydney Morning Herald*, *Radio 3AW* and *2GB*, and various influential blogs. He wrote about his experiences that appeared in the *Sunday Telegraph*, *Sunday Mail*, *Sunday Herald Sun*, *Get Lost Magazine*, and others. For this project, Robin will be supported by PR teams representing various stakeholders.

SPEAKING EVENTS

Robin is represented by one of North America's top speaking bureaus, the Lavin Agency. On a roster that includes Anderson Cooper, Salman Rushdie and Margaret Atwood, Robin speaks about life lessons gleaned from travel at conferences and events around the world. To promote the launch of the project, we are producing free public events, **creating further grassroots marketing opportunities to connect with inspired travellers.**

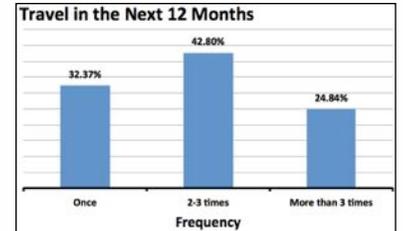
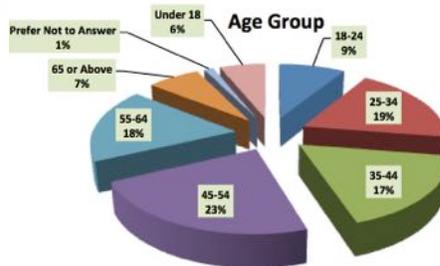
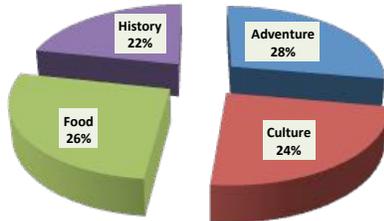


Robin's talk, **Learn to Travel, Travel to Learn** has over 645,000 views and is one of the most popular travel talks on the TED network.

OUR AUDIENCE SNAPSHOT

(based on 5000 online registrations to canadianbucketlist.com and globalbucketlist.com)

Interested in:



From active boomers to millennials, young families to international visitors, **our content is designed to inspire, inform, entertain and motivate our audience** to get off the couch and explore. 75% of our globalbucketlist.com subscribers opt-in for more information from partners.

ABOUT ROBIN ESROCK

Robin Esrock's stories and photography have appeared in major publications on five continents, including *National Geographic Traveler*, *The Guardian*, *The Chicago Tribune*, *South China Morning Post*, *Sydney Morning Herald*, *Readers Digest*, and *Toronto Star*. Robin has been profiled as a travel expert by *60 Minutes*, *ABC*, *CNN*, *MSNBC*, *CTV*, and many others, and honoured as Master of Ceremonies at the Explorer's Club Annual Dinner in New York. The creator and co-host of the 40-part television series *Word Travels*, Robin is seen by millions of viewers in nearly two-dozen languages on *National Geographic* and *Travel Channel International*. He is the international bestselling author of *The Great Canadian Bucket List* and *The Great Global Bucket List*. Born in South Africa, he lives in Vancouver, Canada.



www.robinesrock.com
www.canadianbucketlist.com
www.globalbucketlist.com
 @robinesrock

"He's been everywhere, he's done everything" - *60 Minutes* (CBS)

"King of the Bucket Lists" - *Travel and Leisure Magazine*

"A hyper traveller to remarkable places" - *ABC*



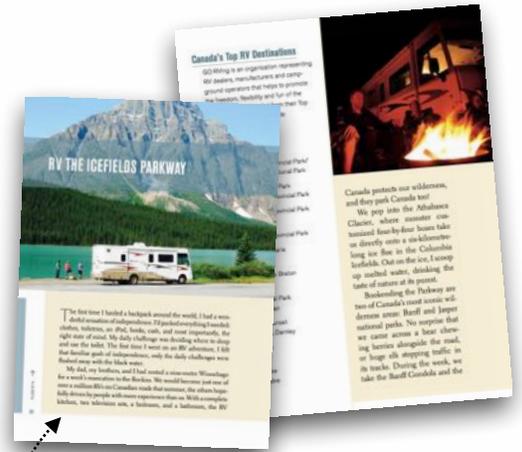
Melbourne's Affirm Press is the fastest growing publisher in Australia, committed to positive titles, great Australian stories, big ideas, and the most engaging local and international authors. With bestselling books including Dennis Lillee: autobiography and *The Birdman's Wife*, Affirm titles are distributed widely by Hachette in bookstores, gift shops and retailers throughout Australia and New Zealand. **More Information:** <http://affirmpress.com.au>

WHAT YOUR COVERAGE MIGHT LOOK LIKE

Image Examples from our Canadian project

PRINT: Credibility and Expert Storytelling

Print Chapters read like magazine articles, 600 - 1000 words in length, illustrated with 2-4 photographs taken by Robin and his team. Written in first person, the tone is fun, informal, descriptive and inspiring. Each essay also features a Top 10 or quirky factoid text boxes, and a direct link to the corresponding microsite for readers to access more content, and follow in Robin's footsteps.



START HERE: canadianbucketlist.com/icefields

ONLINE: Information and Call-to-Action

Operating as both a companion to the book *and* a standalone source for travel inspiration, each experience receives a microsite on aussiebucketlist.com, with practical information including: Official Link, When To Go, Cost, Where To Eat, Where To Stay, Accessibility, Family Rating, Getting There as well as bonus content such as Youtube clips, Galleries, Maps, Polls and **Recommended Products and Services**.



An ongoing blog features new listicles (eg Top 10 Places to Caravan in Australia), photo galleries and travel commentary.

SOCIAL: Multi-platform Engagement

Our experiences will be promoted on both our newly created Instagram, Twitter and Facebook Channels (@AusBucketlist and @EsrockingKids) as well as Robin's existing channels which have a more international following. We will be re-posting and sharing our experiences during our research period, book launches, and post launch according to an editorial calendar.



EVENTS: Face-to-Face Inspiration

Robin has presented inspiring multimedia slideshows at bookshops, libraries and partner retail locations. He previous national speaking tours and events generate significant on-the-ground media interest. Presentations focus on a range of content, organically integrating partner activities and destinations, and drawing on Robin's corporate keynote experience to inspire audiences with insights, ideas and takeaways.



TRADITIONAL MEDIA PLACEMENT: High Profile Buzz

To support his previous projects, Robin wrote stories, round-ups and essays for dozens of top publications, including National Geographic Traveler, Canadian Geographic, Readers Digest, and various magazines. He has been interviewed as a bucket list travel expert by major television networks and appeared on dozens of radio shows. Affirm Press will also be actively seeking the placement of stories and excerpts in major Australian media.



PARTNER AMPLIFICATION: Reach Diversity

Our integrated marketing partners look to Robin to provide fun content for their own social channels. Each repost or retweet dramatically amplifies our reach to a diverse and engaged audience.

@robinesrock: 6300
 RT @saskatchewan (STO): 54,100
 RT @fordcanada: 64,500
 = **125,000 followers**



STAKEHOLDER AMPLIFICATION: Mutually Beneficial Co-Promotion



It's not every day a world renowned "bucket list" travel expert selects a local activity or destination as something everyone in Australia needs to experience before they die. Tour operators, museums, wildlife parks, restaurants, hotels and excursions featured in the project are encouraged to share their inclusion, amplifying and diversify our reach even further.

INTERNATIONAL: Taking You Places

With tens of thousands of followers and international freelance clients that include major US and Canadian newspapers and magazines, our content will be shared beyond Australasia. With additional publishing distribution expected in both North America and Europe, content gathered during our research period will be repackaged and promoted through various channels and events well after our return home.



INTEGRATED MARKETING PARTNERSHIP AND IN-KIND

We have paid, integrated marketing partnerships with several brands across non-competing verticals, delivering custom content, bonus promotions, ambassadorship and cohesive brand visibility. We are also working with several companies for in-kind products and services.

PARTNERSHIP CHART

	BENEFIT	EXECUTION
Organic endorsements	Visibility, exposure and endorsement.	Minimum number of mentions and images in both print titles , plus Acknowledgements
Recommendations	Direct path to purchase to encourage sales and bookings.	Endorsement content tabs and/or integrated links and logos
Social media	Rich content for your channels, and/or amplification of your internal promotions, tagging.	Twitter, Facebook posts and Instagrams across our channels
Lead generation	Working together to drive your sales and connect with our our warm lead, opt-in subscribers.	Access to opt-in subscribers with strong interest in your vertical
Targeted Banner Ads	Visibility and Clickthroughs	Rotating on all pages throughout both Bucket List and Kids websites
Branded Content	Engaging online content to connect with your customers and visitors.	Promotional blog posts prepared by Robin Esrock with organic brand integration
Access to Content	Images and stories for use in your marketing materials	Photos of your choice to use in your marketing materials
Tour Sponsorship & Visibility	Grass roots marketing, goodwill and opportunity to distribute brochures	Splash logo page before presentation , call-out thank you.
Newsletters	Visibility to our users, stakeholders and media	Link and logo in quarterly newsletter
Category Exclusivity	Own your category, lock out competitors.	Recognition across all platforms. Link and logo on Partners page

**CONTENT, CREDIBILITY, BUZZ, AND RELATIONSHIPS.
WE LOOK FORWARD TO HAVING YOU ON BOARD!**

Cat Thompson

cat@esrockworldmedia.com
www.esrockworldmedia.com
+1.778.953.1130

Robin Esrock

robin@robinesrock.com
www.esrockworldmedia.com
+1.604.537.5437