

Wanderlust



WANDERLUST

Prelude

Wanderlust is a 360-degree lifestyle brand that creates events, products and experiences to guide individuals on their path toward a healthy and inspired life. Following the liquidation of the festival in early 2018, Wanderlust Australia entered into a joint venture with investment group Light Warrior to engage with its active community passionate about finding their True North.

Mkt. was engaged as the brand's PR and communications partner to relaunch the brand and 108 event series into the Australian market with its new Director, Light Warrior's Radek Sali. Alongside traditional and non-traditional media relations, Mkt. also supported Wanderlust with a social media strategy and strategic influencer relations.

Stories told

As Wanderlust's PR and communications partner, Mkt. executed a strategic PR campaign that re-introduced the brand to Australian audiences via a two-phased approach. Phase one included profiling with Radek Sali to business media to address any concerns with the past licensee, whilst the objective of phase two was focusing on the upcoming 108 events and creating awareness through consumer and lifestyle publications and influencers.

An exclusive feature article was secured for Radik Sali in The Age to discuss the new partnership, address the issues with the previous licensee and discuss future plans for the brand locally in Australia. Following this piece, Mkt. secured further media coverage across numerous business titles before commencing phase two of the approach which focused on the events and talent.

In the lead up the local 108 events, Mkt secured media wins with national and local lifestyle publications which profiled the talent and event itself. Broadcast media was secured in Brisbane and Melbourne, with Channel Nine News showcasing the atmosphere and popularity of the day events.

Furthermore, Mkt. created a tiered influencer program which included both paid and contra (tickets) partnerships to support awareness via social media. Mkt. also secured and negotiated Melissa Ambrosini for the Melbourne event as talent.

Happily Ever After

- The stories we've told: **83**
- The social posts shared: **39**
- Those who have read our stories: **33,078,327**
- **Coverage highlights:**
 - Fairfax (The Age/Sydney Morning Herald)
 - Nine News Melbourne
 - Nine News Brisbane
 - The Courier Mail
 - Good Health
 - Urban List Sydney
 - Broadsheet Melbourne
 - Concrete Playground Sydney
 - Traveller
 - Port Phillip Leader
 - Collective Hub
 - Body & Soul
 - Stellar Magazine
 - Concrete Playground Brisbane
 - Concrete Playground Melbourne
 - Sitchu
 - Melissa Ambrosini



Mkt.