



The Family Adventure Project

Digital Storytelling, Features, Videography, Photography, Poetry, Campaigns, Social Media

directors: stuart wickes & kirstie pelling

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Professional Content Creation Services

Besides our own award winning blog, [The Family Adventure Project](http://www.familyadventureproject.org), we work on a professional basis to provide content businesses can use on their own platforms for their own social media marketing. This can include:

- Features, copy or blog posts – on agreed themes, topics, destinations, attractions, offers
- Photographs - for use in social media sharing, to illustrate blog posts, brochures or marketing
- Videos – from 15 second clips for social media 'Instavideo' style sharing to fully edited packages
- Copy – for tweets, Facebook, Google + or other social platforms

Our approach

We believe social media is a key part of the online face of travel businesses and can be a significant influence on customer's buying behaviour. Over time we know effective use of social media can:

- help shape your online presence and voice;
- build relationships with customers and potential customers;
- communicate a sense of your company, its values, people, products and services;
- help with developing and converting sales leads.

In the 10 years we have spent establishing our award winning blog, we have developed skills and experience in running a blog, YouTube, Twitter, Facebook and Instagram platforms on a professional basis, both for ourselves and other clients, and understand the different mediums, communities and their demands.

We now offer our skills and experience to other businesses, producing materials they can use in their social media marketing, whether as content providers, guest bloggers/contributors, bloggers in residence or through creative mini campaigns running on specific social platforms.

We like to work collaboratively with your social media, community managers and marketing professionals to produce materials that meet your marketing and business goals.

Our skills and experience

We bring twenty years experience of journalism, promotions, business management, creative work and adventure travel to the table and work in a business-like fashion to produce engaging content, with an emphasis on quality, accuracy and good story telling. We are specialists in feature style blogging that showcases destinations, attractions and experiences through professionally written copy, strong images and entertaining video clips.

Kirstie is a qualified journalist and columnist with 25 years of experience writing for radio and TV as well as national and regional press and magazines. Stuart is an experienced business consultant with 25 years of consulting, project management, creative photography and video production skills.

We are experienced in working with brands, destinations, tourist boards and businesses including work on campaigns with brands such as IHG Hotels, Expedia, Lonely Planet, Visit Faroes, Visit Reykjavik, LateRooms, Lastminute.com, Duracell, Berghaus, Budget, Avis and many more.

Family Adventure Lifestyle Blog * Social Media & Content Creation * Professional Blogging Services * Motivational Talks & Speeches

www.familyadventureproject.org  www.youtube.com/familonabike
 www.facebook.com/familyadventureproject  [@familyonabike](https://twitter.com/familyonabike)  www.instagram.com/familyadventureproject
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We are experienced in delivering content for commercial use, to a brief, to a high standard and to deadlines, providing copy, images and video content.

Examples of our work and Testimonials

You can [read more about our capabilities and experience](#) on our website, including case studies and testimonials for work we have delivered.

You can see some examples of our work for clients here:

- Blog posts for Berghaus as one of their “Everyday Adventurers” [8 posts on Berghaus blog](#).
- Examples of [posts written commercially for LateRooms](#).
- A selection of [micro videos produced for a recent charity challenge campaign for Sport Relief](#)
- Example of video production work on [our YouTube channel](#)
- Example of embedded video on [this post on Microadventures](#)
- Examples of our photography on [our Flickr pages](#).

The following testimonials are from clients we have worked with in the recent years:

- **Leading Outdoor Brand:** “We definitely made the right choice in the Family Adventure Project. They regularly delivered content that was consistently engaging, insightful and informative, which helped deliver results well beyond what we expected.” *Digital Marketing Executive, Berghaus*
- **Destination Marketing Organisation:** “What intrigued us about The Family Adventure Project was that they travel as a family with three children. As a family they filled a gap in coverage of the Faroe Islands as a destination and we have been very pleased with our cooperation with them. Their many enthusiastic, sincere and fun blogs about their visit to the Faroe Islands are very valuable in our efforts to create a versatile image of the Faroe Islands as a destination.” *Senior Adviser, VisitFaroeIslands*
- **Adventure Kits Company:** “The Family Adventure Project reviewed our product with a huge amount of enthusiasm and wit, producing a review that was engaging, professional and optimised for searches. Stuart, Kirstie and the whole family showed a real understanding of what the kit and our company are about and their promotion of the review through their social media channels was a real bonus. They produced a great range of images and some lovely and amusing footage of the family using the kits. They have been a pleasure to work with and we hope to work with them again in future.” *Marketing Executive, The Battlebox Company*

Want to know more?

If you'd like to know what we can do for you, contact us for an informal discussion. You can reach us via email stuart@familyadventureproject.org or give us a call on either +44(0)7961 425267 or +44(0)7943 828444.

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