



Roady

Media Kit

Roady

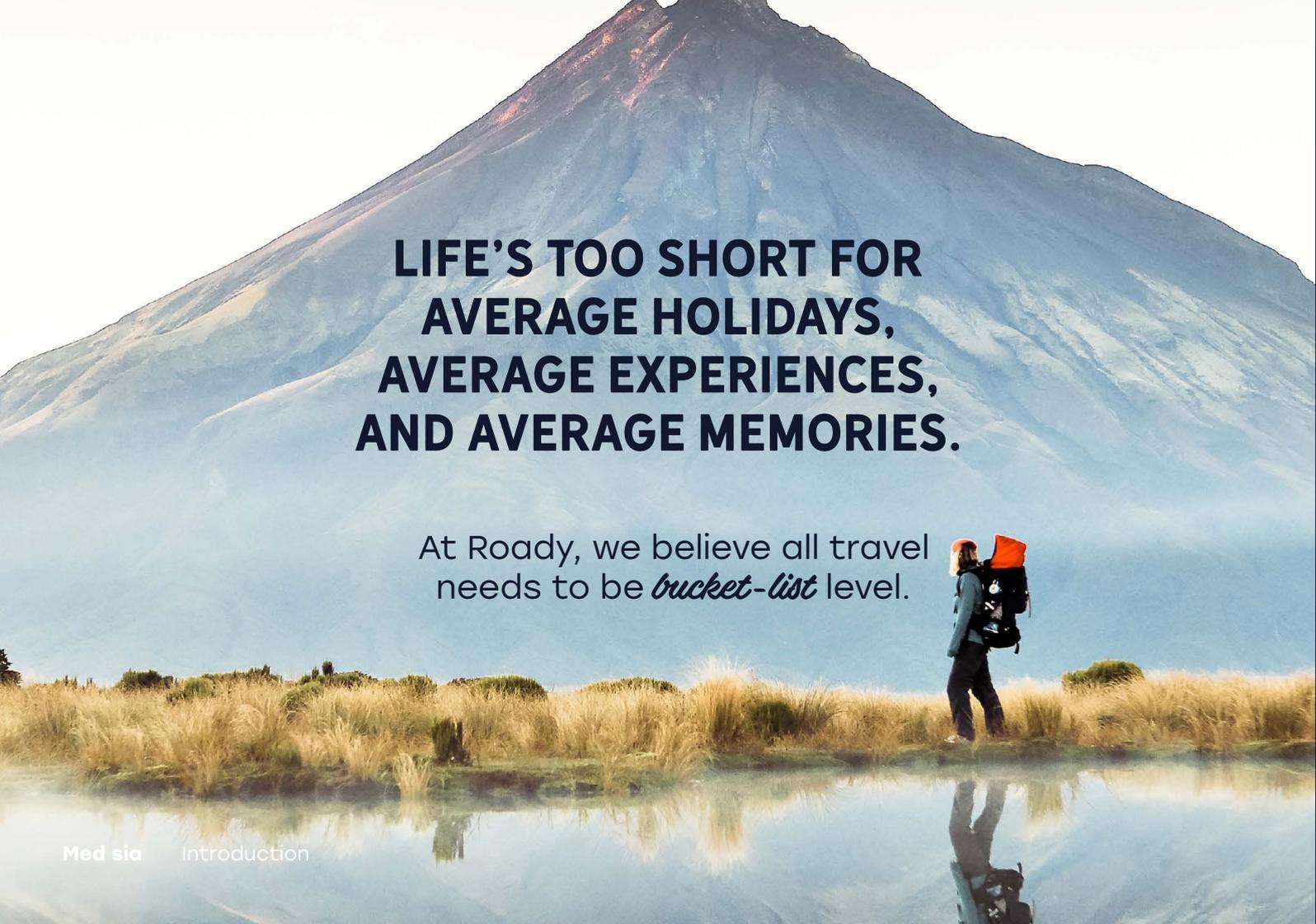
Media Kit

Contact

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Available for

Content Creation
Promotion + Influence
Ambassadorship
Social Media + Content Creation Workshops

A hiker with a large backpack stands in a field of tall grass next to a body of water, with a large mountain in the background. The hiker is wearing a blue jacket and dark pants, and the backpack is black with a red top. The mountain is a large, conical volcano with a dark, rocky peak. The sky is a pale, hazy blue. The water in the foreground is calm, reflecting the hiker and the mountain.

**LIFE'S TOO SHORT FOR
AVERAGE HOLIDAYS,
AVERAGE EXPERIENCES,
AND AVERAGE MEMORIES.**

At Roady, we believe all travel
needs to be *bucket-list* level.

Founded in 2017,
by Roscoe Price
Moor, Roady set
out to uncover
the real gems of
New Zealand and
share them with
keen travellers.



Mount Manaia
Whangārei

A scenic landscape featuring a turquoise lake, forested mountains, and two people standing on a rocky outcrop. The text 'FIND DO Share!' is overlaid on the left side of the image.

FIND DO *Share!*



CREATING COMPELLING HUMAN-CENTRIC VISUAL CONTENT IS WHAT WE DO BEST

When you collaborate with Roady, not only do you have the opportunity to create epic content for your brand, but also gain access to Roady's engaged travel audience of 140k+

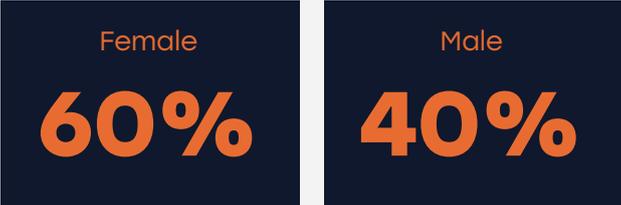


- ✓ **Independent professionals**
- ✓ **Adventurous**
- ✓ **Environmental conscience**
- ✓ **Active**
- ✓ **Current**
- ✓ **Has disposable income**

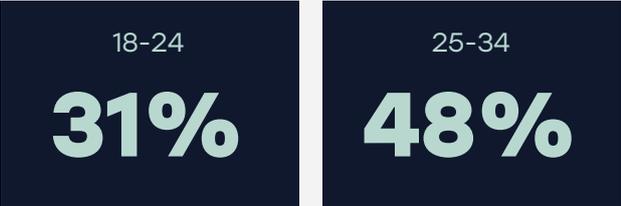
ROADY'S AUDIENCE



Gender



Age



Country





**FOLLOWERS
ACROSS
PLATFORMS**

Roady Instagram

30.1K

TikTok

106.4K



Roady Facebook

4.5K

Roady Facebook Group
(NZ Road Trip Community)

8.2K

Total

149.4K

Instagram



821

Average likes
per post

1.6M

Most views on
a post

46.8K

Most likes on
a post

11

Videos with
over 100,000
views

TikTok

16K

Average likes
per video

30.3M

Most views on
a video

1.6M

Most likes on
a video

19

Videos with
over 100,000
views

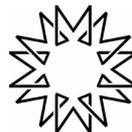
PREVIOUS COLLABORATIONS



**100% PURE
NEW ZEALAND**



**NORTHLAND
NEW ZEALAND**



nelson
tasman.nz



huttvalleynz.com







CAMPLIFY

Northland NZ

Camplify + Northland NZ Collaboration - March 2021

In this double collaboration, we helped multinational company Camplify expand their reach to our NZ audience on a 7-day road trip through Northland. Roady engaged Northland NZ to amplify the reach of the project by distributing content through both the Roady and Northland NZ social media channels. We wrapped up the collaboration with a huge giveaway that attracted more than 26,000 entries and gained Camplify 6000 new Instagram followers.



CAMPAIGN ANALYTICS

6 Instagram Reels

Total reach Total likes
2.4M+ **65.3K+**

11 TikToks

Total reach Total likes
24.5M+ **1.5M+**

16 Instagram posts

Total reach Total likes
195K+ **17.3K+**

New Camplify
Instagram
followers gained
6000+

TESTIMONIAL

“Our goal is to inspire outstanding road trip experiences and to make van life accessible to all. With these two things in mind, Rody was able to incorporate their signature flair into bringing our values to life with their content. Their approach to storytelling shows not only a true and

genuine passion for road trips, but also for their content creation process. Rody also brings invaluable local knowledge and the results they produced for us were clear.”

Caroline Simenson
Camplify

HUTT VALLEY

New Zealand



Hutt Valley NZ - May 2021

Roady has created engaging photo and video content in two campaigns for Hutt Valley NZ. The first was a six-month collaboration covering local activities, breweries and eateries, with the objective to help reposition the Hutt Valley NZ brand as vibrant, current and fun.

The purpose of the second campaign, 'Surprise and Delight', was to challenge locals to do well-known activities in a different way. One of our shoots included taking a group to the top of a popular walking trail at sunrise to complete a yoga session.



CAMPAIGN HIGHLIGHTS

Photos used on street billboards displayed all around Wellington

Hero video created for the Hutt Valley NZ website

7 Instagram posts

Total reach	Total likes
66.5K+	3.6K+

TESTIMONIAL

“We reached out to the Roady team after seeing their destination content on TikTok and it has been smooth sailing ever since. The standout for us has been their communication and enthusiasm, the team are always super responsive and helpful. Working with Roady has been a lot of fun, they clearly love what they do and have tackled every project head

on – offering suggestions along the way to take our ideas to the next level. Their turn around is quick and we are always happy with their work. We’re looking forward to working with Roady in the future.”

Rosie Jansen
Upper Hutt City Council

DESTINATION

Fiordland

Destination Fiordland - October 2020

We worked closely with the Fiordland Regional Tourism Organisation to promote the region as an appealing destination to travellers, and to showcase some of the local operators and natural attractions.





CAMPAIGN ANALYTICS

7 Instagram Reels

Total reach Total likes
770K+ 96.25K+

10 TikToks

Total reach Total likes
459K+ 38.4K+

10 Instagram posts

Total reach Total likes
77.8K+ 6K+

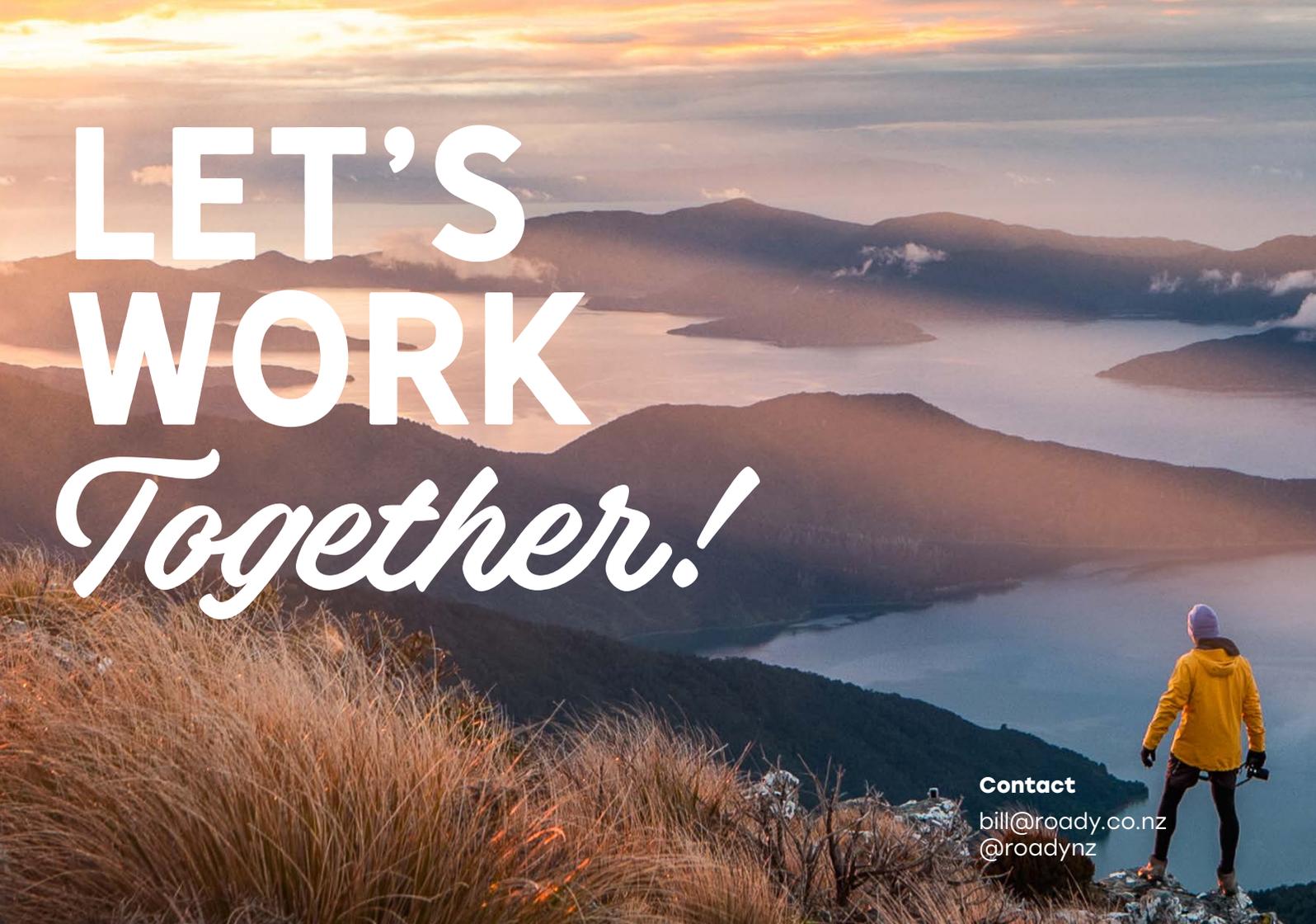
Video featured at
the Te Anau i-Site

TESTIMONIAL

“We were very impressed with the quality of video footage and images provided by Roscoe. All operators raved about his professionalism, and the content delivered. We have noticed great engagement and high reach with all of his/our posts on social media. What impresses me the most is how he continues to shine a light on Fiordland

and help build our awareness of key messages since delivering the content.”

Gemma Heaney
Destination Fiordland

A person wearing a bright yellow jacket and a purple beanie stands on a rocky mountain peak, looking out over a vast landscape. The scene is set at sunset or sunrise, with a warm, golden glow over the sky and the water of a large lake or bay. The background features rolling mountains and islands, with some clouds catching the low light. The foreground is dominated by tall, dry grasses on the mountain slope.

LET'S
WORK
Together!

Contact

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[@roadynz](https://www.instagram.com/roadynz)