WALLY

THE WESTY

OUTDOOR CONTENT & BRAND PARTNERSHIPS

Slow roads. Wild places. Good stories.

Premium outdoor storytelling, photography and content for brands that inspire adventure.

wallythewesty.ca





02 —— ABOUT

Meet Wally

Wally the Westy is a storytelling brand built around a 1987 Volkswagen Westfalia and the belief that unforgettable adventures don't require months of planning—they're often found just a few hours from home.

Through authentic family camping trips, road trips, hiking, canoe adventures, and off-grid weekends, we inspire people to slow down, reconnect with nature, and make the most of the weekends they already have.

Every collaboration is designed to feel like a genuine part of the adventure—not an interruption to it.

03 —— PERFORMANCE

Content That Performs

Authentic storytelling that reaches beyond our existing audience.

AUDIENCE

8050 INSTAGRAM

900 FACEBOOK

425 TIKTOK

139,890
ACCOUNTS REACHED· 30 DAYS

21,685
PROFILE VISITS· 30 DAYS

5% avg.
MONTHLY FOLLOWER GROWTH RATE

81,500
HIGHEST PERFORMING REEL· VIEWS

1,900+
FOLLOWERS FROM ONE REEL

RECENT PERFORMANCE HIGHLIGHTS

300K+ Views

Across all content in the last 30 days, and generated nearly 10,000 interactions.

4,000+ New Followers

Over four thousand net new followers gained in thirty days.

Consistent Discovery

Multiple recent reels reached between six and thirteen thousand views while continuing to attract new audiences.

04 — AUDIENCE

Our Community

PRIMARY AUDIENCE

Camping · Road trips · Hiking · Outdoor gear · Family travel · Weekend adventures

SECONDARY AUDIENCE

Outdoor enthusiasts across North America and other English-speaking markets.

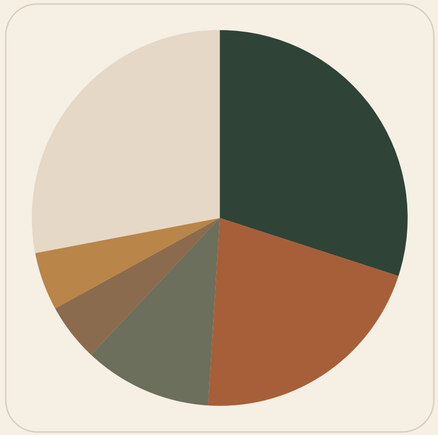
LARGEST AGE GROUP

35-44

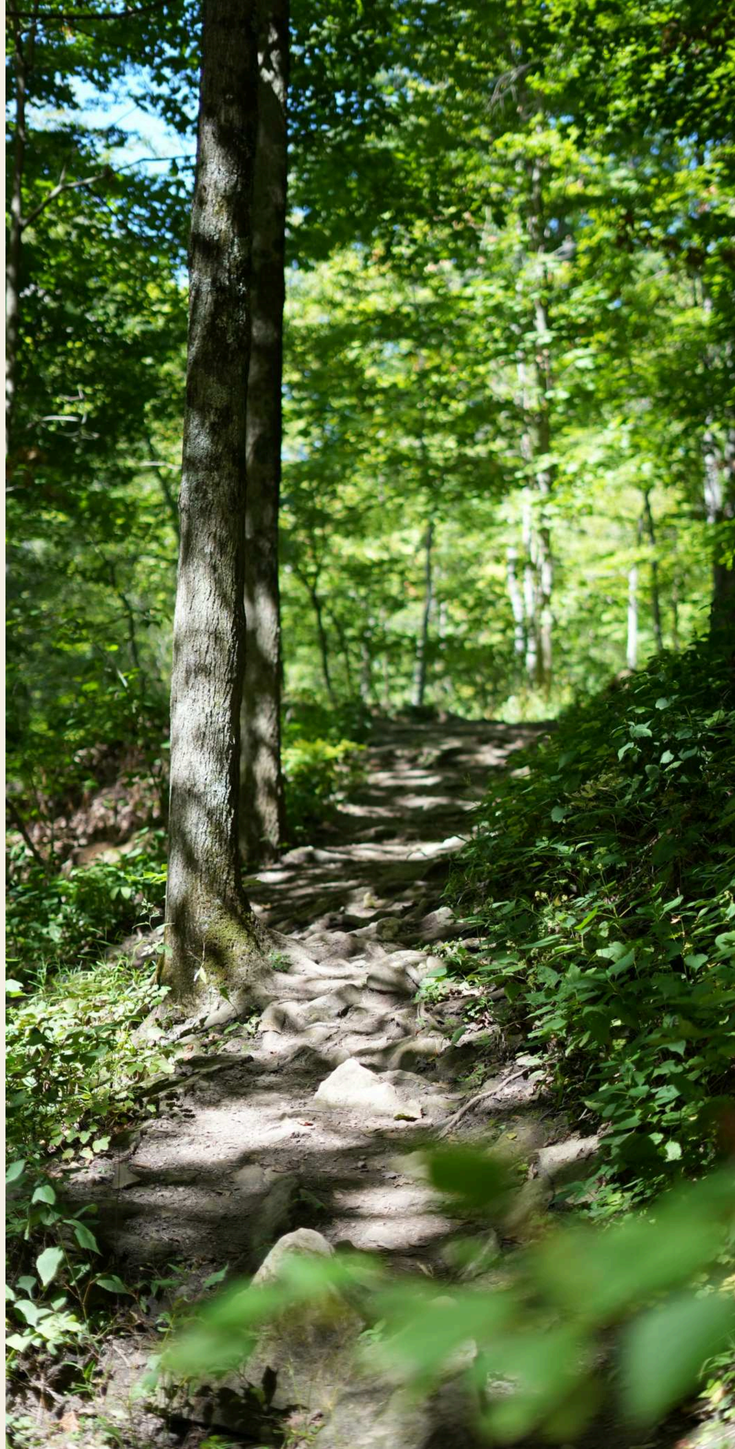
AUDIENCE GENDER

68% Men · 32% Women

TOP MARKETS



- USA 30%
- Canada 21%
- UK 11%
- Germany 5%
- India 5%
- Other 28%



06 —— SERVICES

What We Create Together

Lifestyle Photography 01

Professional outdoor imagery with your product woven naturally into the scene.

Product Photography 02

Commercial-quality stills shot on location—gear as it's actually used.

Storytelling Campaigns 03

Multi-piece narrative series that follow the adventure from start to finish.

Instagram Sponsored Reels 04

Short-form video collaborations built around a real story, not a product brief.

UGC & Paid Social 05

Content formatted and licensed for use in your paid and organic channels.

Usage Rights & Licensing 06

Flexible licensing for digital advertising, print and long-term brand use.

05 —— WHY PARTNER

A Content Studio in the Wild

Outdoor Storytelling

Every collaboration is a genuine chapter in an ongoing adventure—not a sponsored interruption.

Professional Photography

Every image is shot by a trained photographer. Clean, composed and ready for your marketing channels.

Content That Travels

Story-led content earns shares, saves and organic reach far beyond the original post.

Vintage Westfalia

A one-of-a-kind setting that creates imagery no studio shoot can replicate.

Real Adventures

Genuine camping trips, road trips and off-grid weekends—not staged photographs.

Built for Paid & Organic

Deliverables designed to perform as UGC, organic posts and paid social simultaneously.

Marketing Background

Content is crafted with brand objectives, audience psychology and campaign strategy in mind.

Long-Term Thinking

We build brand relationships, not transaction records. Every partnership is the start of something longer.

The Work

09 —— EXAMPLE CAMPAIGN

MERINO TECH

Ontario → Azores in One Sweater

From Ontario lake trails to the volcanic coastlines of the Azores — one merino layer for every climate.

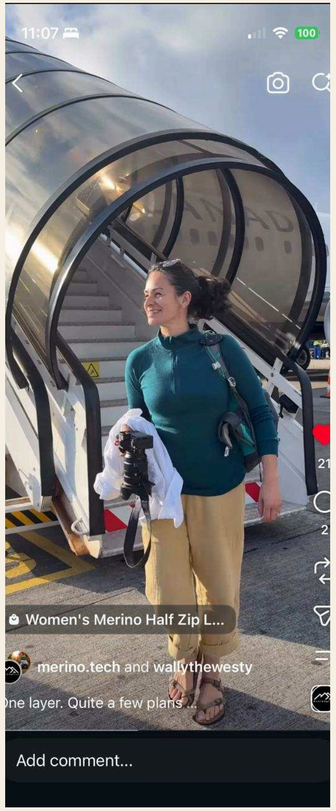
DELIVERABLES

1 Reel · 10 Photos









The Work

07 —— EXAMPLE CAMPAIGN

MW CELLARS

Sand, Sun & Something to Pour

A weekend of summer camping — wine on the sand, poured around the fire, no agenda, integrated naturally into the adventure.

DELIVERABLES

3 Reels · 50 Photos

VIEWS & INTERACTIONS

31,000+ · 1,300+









The Work

08 —— EXAMPLE CAMPAIGN

STAY WYLD ORGANICS

A Coffee in Your Pocket

For the moments when you need a boost, but brewing a coffee isn't exactly an option. These mushroom-based energy strips tuck into your pocket for easy energy wherever the trail takes you.

DELIVERABLES

1 Reel · 5 Photos









10 —— PARTNERSHIPS

Trusted By

SELECTED COLLABORATIONS & CREATIVE PARTNERS

Trusted by brands to create thoughtful, story-led content built for life outside.

MW CELLARS

GOALZERO.

pirani

kibi

STAY WYLD ORGANICS

MERINOTECH

LIBERTY

MADERA

popfly

+

11 —— WHY WALLY

When every adventure starts with packing a 1987 Volkswagen Westfalia, every piece of gear has to earn its place.

That's why we only partner with brands that genuinely improve life outdoors.

Our audience trusts our recommendations because they're woven naturally into real camping trips, road trips and family adventures—not staged advertisements.

We believe the best branded content doesn't interrupt the story.

It becomes part of it.

12 — UPCOMING ADVENTURES

Where We're Headed Next

Planning a launch during one of these adventures? We'd love to collaborate.

SEPTEMBER	**Rockwood Conservation Area** Dramatic cliffs, waterfalls, ruins & vibrant fall colour
OCTOBER	**Killarney Provincial Park** Rugged quartzite peaks, pristine lakes & peak fall colour
OCTOBER	**Rattlesnake Point Conservation** Escarpment cliffs, forest trails & sweeping fall views
FALL & WINTER	**Bruce Trail Hiking Excursions** Forest trails, dramatic escarpment & four-season landscapes
YEAR-ROUND	**Ontario Hidden Gems** Wild landscapes, secluded stays & off-the-beaten-path settings
ONGOING	**Road Trips** Scenic backroads, spontaneous stops & close-to-home adventures

13 —— LET'S WORK TOGETHER

Let's Tell Your Story Outdoors.

We partner with brands whose products genuinely enhance outdoor adventures. Every collaboration is crafted to feel authentic, story-driven, and valuable to our audience while delivering premium content your team can use across marketing channels.

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