

ADVENTURERS

BRAND AMBASSADOR PROGRAM GUIDE



ABOUT PELI PRODUCTS

Peli Products is the leader in the design and manufacture of both high-performance protective case solutions and advanced portable lighting systems. Our products are used in the most demanding markets, like fire & safety, law enforcement, defense, aerospace, entertainment, industrial, and outdoor.

[Click here to see our corporate video:](#)



WHAT WE EXPECT FROM YOU

Share content with your PELI whenever possible.

We expect you to regularly feature our products in your social media profiles (post, stories, reels, etc.) and/or on your blog or website. The first content must be shared within 6 weeks of receiving the product. Instagram and Facebook stories will not be considered as 'first content'.

Let your content reflect our brand purpose: Built to protect what you value most.

We expect you to create content with good visibility of your PELI naturally as a trusted user in real-life situations. We expect you to do this as an ambassador recommending the use of a brand and not as a person who has been sent a gift.

Send us your photos and/or videos in HD.

We expect that you send us pictures and/or videos of our products "in action" in HD, so that we can use these for social media, web, press materials, printable, etc. We will need it in both landscape and portrait format. We will consider it a positive if the videos are in English or contain English subtitles.

Please note that Peli Products, S.L.U. is the Europe, Middle East, India and Africa Headquarters of Pelican Products, Inc. This means that as you are in the European Union your collaboration is with Peli and not with Pelican. Unfortunately, and for many reasons, we will not be able to share your content with our community when you mention Pelican.





REQUIREMENTS







Adventurer Brand Ambassador

- Relevant experience in adventure and exploration with a proven track record.
- Experience in documenting and sharing your adventures.
- Active social media presence or other platforms with an engaged audience.
- Willingness to demonstrate the ruggedness and reliability of Peli products in extreme conditions.
- Applicants must be a minimum 18 years old and a resident of the EU.



HOW TO MENTION US

Social media profiles:

| | | |
|-------------|---|---|
| Instagram |  | @peli_products |
| TikTok |  | @peli_products |
| X (Twitter) |  | @peli_products |
| Facebook |  | https://www.facebook.com/PeliProducts |
| YouTube |  | https://www.youtube.com/user/PeliProductsEMEA |
| LinkedIn |  | https://www.linkedin.com/company/peli_products/ |

Hashtags:

#PeliCase #PeliLight #PeliAir #BuiltToProtect

Website:

In case you have a website or a blog, please add a link to <http://www.peli.com> and, if possible, the Peli logo.



EXAMPLES OF PICTURES



EXAMPLES OF PICTURES



EXAMPLES OF VIDEOS

[Click here to see the video:](#)



[Click here to see the video:](#)



[Click here to see the video:](#)



CONTACT US

For any question related to our Brand Ambassador program, feel free to contact us at: anna.smith@peli.com



