F B W P R O J E C T

Media kit 2026 · Estelle Ohanian & Dan Wilhelm

Your product, actually used and filmed on the roads of the world.

UGC creation · Sponsored campaigns
· Real-world field testing

Around the world at 30 mph (50 km/h) aboard Woody, a 1957 Swiss truck, one of the last 8 in the world.

50K
INSTAGRAM FOLLOWERS

6M
VIEWS IN 90 DAYS

50,000
MILES TRAVELED

24
COUNTRIES CROSSED

50+
MEDIA FEATURES

20+
TALKS

2
BOOKS · 3 LANGUAGES

info@fbwproject.com fbwproject.com @fbw_project_vanlife



WHY THE FBW PROJECT

Creators who actually live what they tell.

50,000 miles (80,000 km) and 24 countries at 30 mph (50 km/h), self-sufficient — filming, editing and delivery from the road.

50+
MEDIA FEATURES
worldwide

20+
TALKS
schools, clubs, companies

2
SELF-PUBLISHED BOOKS
released in 3 languages

14
ECO-VOLUNTEERING MISSIONS
fieldwork and solidarity

WHO FRONTS YOUR CAMPAIGNS

Estelle Ohanian

Creator and face of the content. Author published in three languages, competitive open-water swimmer around the world, science engineer and public speaker.

Dan Wilhelm

Adventurer and second talent for duo campaigns. Marathon runner, competitive trail runner and speaker: he embodies the outdoor and adventure worlds.

Woody

A 1957 FBW AX40, Swiss collector's truck. Only eight remain in the world and this is the only one still travelling: a setting no one can rent or recreate.

2026 DISTINCTION

Honorary members and worldwide representatives of the FBW brand — distinction awarded by the FBW Museum.







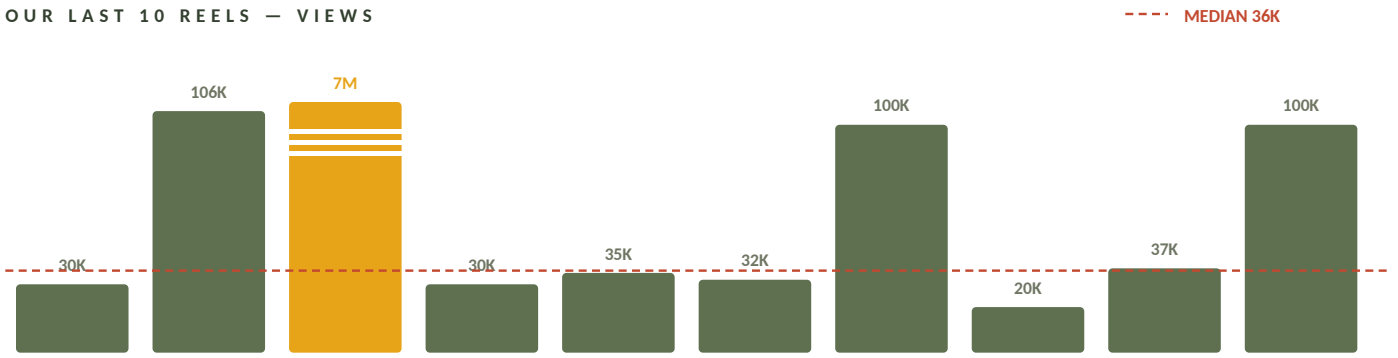
What an FBW piece of content actually does.

36,000
MEDIAN VIEWS PER REEL
across our last 10 Reels

6M
VIEWS IN 90 DAYS
3.3M of them in the last 30 days

83.2%
OF VIEWS FROM NON-FOLLOWERS
reach beyond our own community

OUR LAST 10 REELS — VIEWS



Scale capped at 110K. The 7M peak is off-scale: massive distribution to non-follower accounts.

PLATFORMS

Instagram	6M views / 90 days	50K followers
Facebook	638K views / 30 days	8K followers
TikTok	190K views / 90 days	11K followers
YouTube	46K views / 90 days	3K followers

Reels · Stories · Posts · YouTube

TOP COUNTRIES

22.0%	France
17.0%	Argentina
15.0%	Brazil
7.0%	United States
6.0%	Switzerland

57% of the audience is aged 25 to 44.

OVER THE SAME 90 DAYS

1.0M accounts reached
88K interactions
57,127 profile visits
+4,145 net new followers

Sources: Instagram, Facebook, TikTok and YouTube Insights — September 2026. No view count is guaranteed: past performance is indicative only.

WORKING TOGETHER

Three ways to work with us.

Each option is a starting point: deliverables, languages and duration adapt to your brief.

01 UGC for your channels

- 1 video produced for YOUR accounts
- Concept, filming, editing, music
- Subtitles and vertical export
- 3 months organic usage included

THE BRAND POSTS

02 Published campaign

- 1 Reel posted on our accounts
- 3 immersive stories
- Distribution to 50K followers
- Performance report at D+14

WE POST

03 Field test

- 1 Reel + 3 stories posted
- 5 retouched photographs
- Extended use, real-world feedback
- Staged with Woody

MOST COMPLETE

À LA CARTE

CONTENT

- Instagram Reel
- Story pack
- Carousel
- UGC video
- Retouched photographs
- B-roll / raw footage

LASTING PRESENCE

- YouTube integration or dedicated video
- Blog article with link
- Partners page on fbwproject.com
- Mention in our online guides
- Promo code & affiliate link
- FR · ES · EN · PT versions

AMBASSADORSHIP

ON REQUEST

3, 6 or 12 months

Recurring presence across a whole season: Reels, story packs, UGC and photo library, with Woody on display, talks and the book tour available.

South America 2026, then Asia in 2027.

Paid media rights, whitelisting, exclusivity and source files are charged separately. Music licensed to match the intended usage rights.
Every engagement is covered by a brief, a quote and a written contract.

CONTENT PRODUCED FOR OUR PARTNERS

What it looks like.

Five pieces made in collaboration — filmed, edited and published from the road.

Full portfolio: fbwproject.com/collaborations

Click a thumbnail to open the post ↗



Gitana Swimwear
Collab Reel · custom swimsuit · Ecuador



Palacio de Sal
Dedicated Reel · 4-star salt hotel · Bolivia



Gitana Swimwear
Mention · Marble Cathedral, Chile



Palacio de Sal
Instagram carousel · Bolivia



Pumakawa
Reel · eco-volunteering mission · Argentina

275K views and **5,700** likes across these five partner posts.

Photographs and UGC versions delivered alongside.

REFERENCES

Results, not just logos.

Palacio de Sal

BOLIVIA · 4-STAR SALT HOTEL

104K views on the dedicated Reel

116K views across both carousels

1,440 likes on the Reel

Trigano — Matelas Nomade

FRANCE · VANLIFE · SINCE 2022

200 giveaway entrants

10+ photos reused by the brand

4 years of continuous partnership

Irupé Hotel & Spa

ARGENTINA · TOURISM

5 drone videos reused in promotion

10 photographs delivered

1 week of on-site activation

20+ COLLABORATIONS · 7 COUNTRIES · SINCE 2020

TRIGANO · myshop solaire · IRUPÉ Apart Hotel · PALACIO DE SAL FIRST SALT HOTEL IN THE WORLD · Chapka · Calsabrico · Gitana swimwear · Los Vascos · Slick · pumakawa reserva natural · AURELIA INTIMATES · RITA · EXPO BELLEZA · LA ITALIANA · TERRA AUSTRAL · GoPro · ALPAKA · EXPO RODANTEAR · EXPO MOTORHOME · ANGKOR Trail

Every collaboration is chosen with care to ensure a perfect alignment between our values, our travel ethics and the identity of the brands we work with.

Giveaways, trade-show operations and events

The FBW Project also runs operations with its partners, at the booth during trade shows or on its social channels, to get the public involved.



EXPORODANTEAR · ARGENTINA

370

giveaway entries

Giveaway run with **Argentina's largest national motorhome show**. **Four show tickets** won by two families.

Watch the reel >

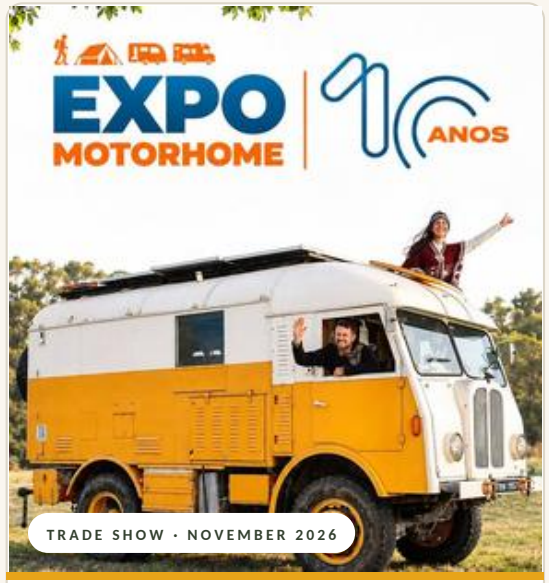


IRUPÉ SPA HOTEL · FEDERACIÓN

205

entries during the show

Each **book bought** gave **one chance to win two nights** for two, breakfast included, at this **spa hotel** in the thermal town. Winner announced in a story.



EXPO MOTORHOME · BRAZIL

10th edition

Woody on the show poster

Woody featured on the poster of **Latin America's largest camping and caravanning show**, November 25 to 29 in Pinhais. **Display** and book signings.

Watch the reel >



ANGKOR TRAIL · CAMBODIA

10th edition

invited by the organizer

Race coverage and **promotion on our channels**, with an announcement reel offered to the organizer. **Book presentation** and signings on site.

Watch the reel >

TESTIMONIALS

What they say about our work.

> *Your truck made it feel like the magic of the past had come to our hotel! It brought the spark we were missing, and we are very pleased with how professional your content looks — thank you again for your stay at the Palacio!*
>
> — **Palacio de Sal** · Bolivia

> *It was a great pleasure to host Estelle, Dan and Woody; we would have preferred they stayed longer. We loved the drone footage and the shots of your truck at our hotel.*
>
> — **Irupé Hotel & Spa** · Argentina

> *It is an honour to have been one of the first building blocks, right from your very beginning, and to see our mattress in such unusual adventure conditions and in the most beautiful landscapes in the world — thank you for your wonderful photos and videos!*
>
> — **Trigano** · France

> *I am delighted to know my creations are going around the world. It was an honour to make a bespoke high-end swimsuit for a swimmer who swims everywhere, and seeing the photos and films out in the field makes me feel part of the journey.*
>
> — **Gitana Swimwear** · Ecuador

LET'S BUILD YOUR CAMPAIGN

Tell us about your product, your goal and your timeline.

South America through the end of 2026 · Asia from 2027 · Content delivered in FR, ES, EN or PT.

EMAIL
info@fbwproject.com

PHONE / WHATSAPP
+33 6 77 93 22 51

WEBSITE
fbwproject.com

INSTAGRAM
@fbw_project_vanlife

PORTFOLIO
fbwproject.com/collaborations

Commercial services invoiced by Estelle Ohanian's registered micro-business, France.

