

FBW PROJECT

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*

35K

INSTAGRAM FOLLOWERS

80,000

KM TRAVELLED

2.3M

VIEWS IN 90 DAYS

24

COUNTRIES CROSSED

40+

MEDIA FEATURES

20+

TALKS

2

BOOKS · 3 LANGUAGES

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Creators who actually live what they tell.

80,000 km and 24 countries at 50 km/h, fully self-sufficient — filming, editing and delivery from the road.

40+

MEDIA FEATURES

press, radio and TV

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, agricultural 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

2.3M

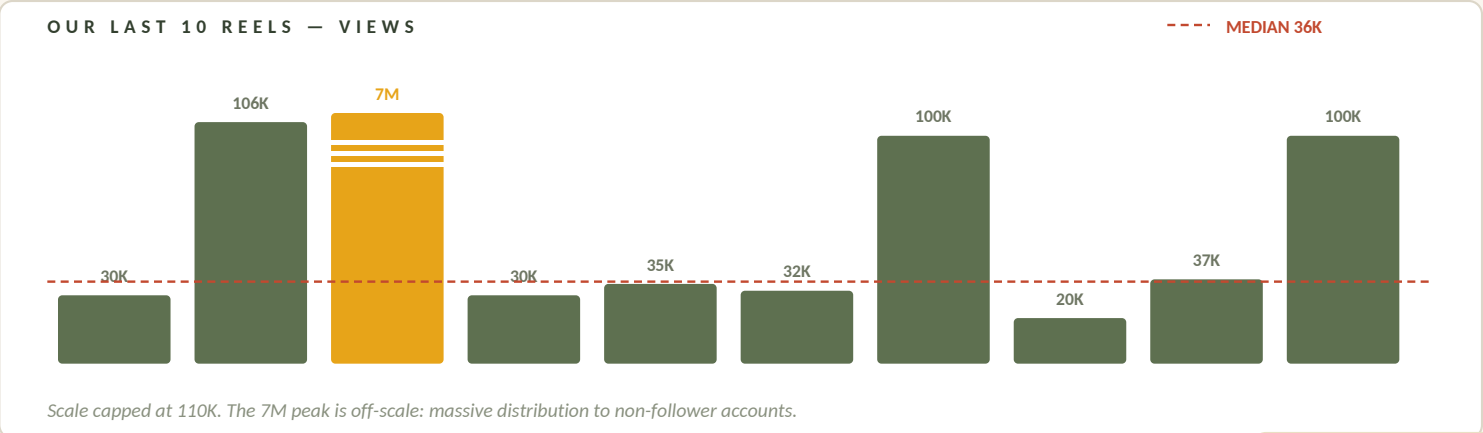
VIEWS IN 90 DAYS

Instagram — all content

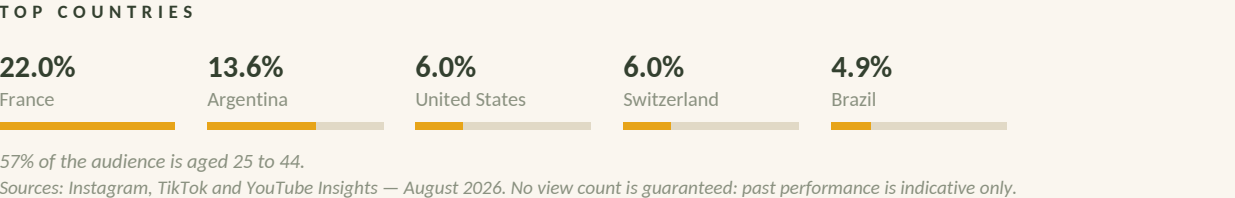
83.2%

OF VIEWS FROM NON-FOLLOWERS

reach beyond our own community



PLATFORMS	
Instagram	35K followers
2.3M views / 90 days	
TikTok	11K followers
190K views / 90 days	
YouTube	3K followers
46K views / 90 days	
Reels · Stories · Posts · YouTube	



OVER THE SAME 90 DAYS

1.0M

accounts reached

88K

interactions

57,127

profile visits

+4,145

net new followers

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 35K 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 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.

[Click a thumbnail to open the post ↗](#)



Gitana Swimwear
Collab Reel • custom swimsuit • Ecuador



Palacio de Sal
Dedicated Reel • 4 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 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

13 COLLABORATIONS • 5 COUNTRIES • SINCE 2020

TRIGANO

myshop  **solaire**

 **IRUPÉ**
Apart Hotel

 **PALACIO DE SAL**
FIRST SALT HOTEL IN THE WORLD


Chapka

 **alsabrico**
SPÉCIALISTE DE L'HABITAT ÉCOLOGIQUE

 **Gitana**
swimwear

 **Los Vascos**
COMPLEJO TURISTICO


Slick

 **pumakawa**
reserva natural

 **LA ITALIANA**

 **BAILLY**
ROMANILLERS

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.

Complejo Los Vascos: 2 bookings generated • Chapka Assurances: 5 photos used in campaign • Gitana Swimwear: Reel embedded in a Chilean national press article (BioBioChile) • Slick Network: paid campaign (USA)

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 or EN.

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WEBSITE

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INSTAGRAM

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

