

An aerial view of the New York City skyline, featuring numerous skyscrapers and the Hudson River. A large pink circle is overlaid on the top center of the image.

Project

**WHO IS THAT
BLONDE
ON TOUR**

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



WHO

Lynn Quanjel

- Professional Dreamchaser

also into Blogging & Modelling -



Web: www.whoisthatblonde.com

IG, Snapchat & Periscope: @WhoisthatBlonde

FB: Who is that Blonde by Lynn Quanjel



Who is that Blonde writes for women who want to learn more about fashion and are curious about the lifestyle of models and bloggers. They are classy and always looking for adapting the newest trends into their personal style.

- * Between 18 - 28 y/o
- * Interested in looking fashionable
- * Interested in lifestyle & travels
- * Always looking for tips & tricks
- * Fun, Friendly & Creative

Very often I receive questions such as:

- * What do you actually DO as a model & a blogger?
 - * What is Fashion Week like?
- * How does a shoot work Behind the Scenes?
 - * What will be the next trends?
- * What is it like to travel alone so much?
 - * How do you stay in shape & healthy?
- * How do you earn your money as a blogger?

In this 1 month Project I will create a Mini Vlog Series where I will be answering all those questions, and more!



WHAT

*You are cordially invited to the 1st
Birthday of Who is that Blonde!*

- * It's Time to be Bigger and Better
 - * 1 Month 6 Cities
- * Vlogging Experience
 - * Fashion Weeks
- * Top Photographers
 - * Blogger Events
- * Cross Promotion





WHERE

16-20 September: **Madrid**

21-29 September: **Barcelona**

30 September: **Antwerp**

1-5 October: **Paris**

6-10 October: **London**

11-18 October: **Amsterdam**





CROSS MEDIA

Where will people be able to follow the Tour?
Everywhere!

- * Social Media
 - * Video
 - * Blogposts
 - * Magazine
- * International Press
- * Online Fashion Platforms



INFLUENCE

The average reach of the channels of Who is that Blonde is more than 40.000 per month

With an Instagram engagement rate of 34% Who is that Blonde reaches far above the average of international top brands (4.21%) or FB (0.07%)



However, this is just the start. The concept of cross-promotion will bring many platforms, companies & brands together, which will result in a global marketing BOOM.



SPONSOR MOMENTS

Shooting with the Top Photographers of Europe

Madrid & Paris Fashion Week

Travel Moments

Blogger Events

Look of the Day

Beauty Care

Workouts

Snapchat Takeovers

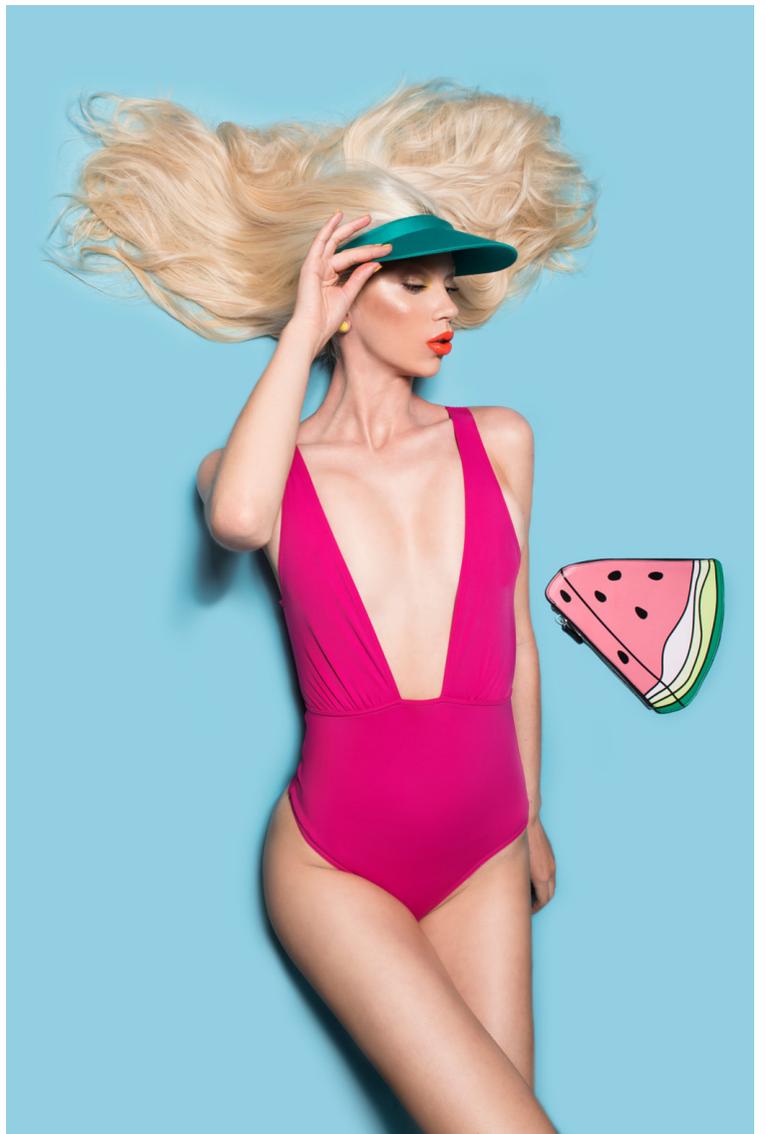
Periscope Takeovers



JOIN THE TOUR

We are selecting the perfect brands that fit with the style of Who is that Blonde, as well as our journey in Europe.

By selecting only the top, collaborating together will generate a valuable cross-promotional marketing stunt on an international level.



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Are You In?