



**HIGHLANDERIS**

# **HIGHLANDERIS FIELD PARTNERSHIP DECK**

**Real work. Real Iceland. Real stories.**

A long-term documentary media project built around real mountain work, equipment, logistics, harsh weather, team life, and field-tested products in Iceland.

# What is Highlanderis?

Real mountain work,  
not staged advertising.

A continuing documentary  
story, not a one-season  
campaign.

Unseen logistics: harsh  
weather, helicopter lifts,  
and remote worksites.

**Location:** Icelandic mountains  
**Focus:** Avalanche protection works  
**Format:** Documentary episodes, Reels,  
Shorts, and behind-the-scenes content  
**Audience Alignment:** Outdoor work,  
construction, logistics, tools, and  
documentary storytelling

# Real field conditions create stronger proof than studio advertising.

Highlanderis gives brands a real environment where products are not just shown—they are used. The team operates in rapidly changing mountain conditions: driving rain, snow, wind, mud, dust, cold mornings, long climbs, remote locations, and exhausting physical work.

## Studio Advertising

~~Scripted~~

~~Pristine~~

~~Simulated~~

## Real Field Conditions

Products are shown in the environment they are made for—not as a scripted ad, but as part of a real working process.

FIELD TESTED IN REAL ICELANDIC MOUNTAIN WORK.

# The Gear Ecosystem

A practical matrix built around a real mountain team.

## Footwear & Workwear (Human Endurance)

- **Focus:** Steep terrain, mud, rain, snow, wind, cold mornings, long climbs.
- **Gear Needed:** Hiking/work boots, base layers, protective jackets, trousers, heavy gloves, rough-terrain backpacks.
- **Partner Alignment:** AKU, 66°North, Helly Hansen Workwear.

## Tools, Tech & Logistics (Mechanical Performance)

- **Focus:** Remote worksites, cargo preparation, extreme mechanical stress, helicopter lifts.
- **Gear Needed:** Drills, rotary hammers, impact drivers, generators, compressors, heavy-duty batteries, field-durable power tools, aerial drones.
- **Partner Alignment:** Milwaukee, DJI.

## Support Tech (Navigation & Camera)

- **Focus:** Harsh weather content capture, safety, editing workflow.
- **Gear Needed:** GPS watches, activity tracking, action cameras, documentary photography gear.
- **Partner Alignment:** Garmin, Fujifilm.

# ORGANIC GROWTH SNAPSHOT

First 28-day telemetry — Zero paid media deployment.

## Facebook (The Discovery Engine)

154.8K

Views

60.4K

Viewers

3,522 Content interactions | 4,347 Page visits | 328 New follows (301 Net)

77.4% of views from non-followers  
(Strong viral discovery signal)

## YouTube (The Retention Engine)

26.8K

Views, last 28 days

24.9K

Shorts views  
(Strongest discovery format)

84 hours watch time | +55 Subscribers

## Instagram (The Visual Engine)

7.9K

Views

2,077 Reach | 341 Interactions

Strong discovery by non-followers proves high organic appetite for authentic, industrial field content.

# AUDIENCE ALIGNMENT PROFILE

Precision fit for outdoor, tool, workwear, and construction markets

## DEMOGRAPHIC RADAR



### Target Box

Core audience concentrated in **25-54**, with peak engagement at **35-44** (Working professionals).

## GEOGRAPHIC MANIFEST

### TOP COUNTRIES:

|                       |       |
|-----------------------|-------|
| Lithuania (71.4%)     | ■■■■■ |
| Iceland (10.4%)       | ■■■   |
| Norway (3.5%)         | ■■    |
| United Kingdom (2.4%) | ■■    |
| Sweden (1.2%)         | ■■    |

### TOP CITIES:

Telšiai, Klaipėda, Mažeikiai, Vilnius, Reykjavík

## STRATEGIC TAKEAWAY

The viewer data explicitly aligns with **high-intent audiences** for **Icelandic nature**, **heavy construction**, **industrial tools**, and **authentic documentary storytelling**.

# THE PARTNERSHIP INTEGRATION FLOW

From field deployment to long-term credibility.

## STAGE 1: FIELD DEPLOYMENT

Real product use in unforgiving Icelandic mountain conditions.

Honest, rigorous field feedback from the mountain crew.



## STAGE 2: CONTENT CAPTURE

Dedicated Reels and Shorts focused specifically on the product in the field.

High-resolution photo assets and raw behind-the-scenes content.

Potential product story integration inside main documentary episodes.



## STAGE 3: CREDIBILITY & VISIBILITY

Organic mentions, tags, and authentic partner visibility.

Logo and dedicated link in the Highlanderis partner section.

Long-term association with a rapidly growing niche project.

**CRITICAL NOTE:** We do not offer staged advertising. We offer authentic product presence inside a continuing story. Real conditions. Real work. Real users.

# Let's Build Field Partnerships

We seek selected, long-term partners who want their products tested in real Icelandic mountain work—not in a studio, but in the brutal conditions they were engineered for.

## The Pilot Offer

- Product support, partner discount, or initial testing unit.
- 1-2 dedicated Reels / Shorts demonstrating real field use.
- Organic visibility in documentary episodes and daily content.
- Partner logo/link on highlanderis.com + asset sharing.
- Pathway to long-term integration if field tests succeed.

**REAL WORK.  
REAL ICELAND.  
REAL STORIES.**

### Comms Block

Web: [highlanderis.com](https://highlanderis.com)

Socials: @highlanderis.media (Instagram) |  
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