

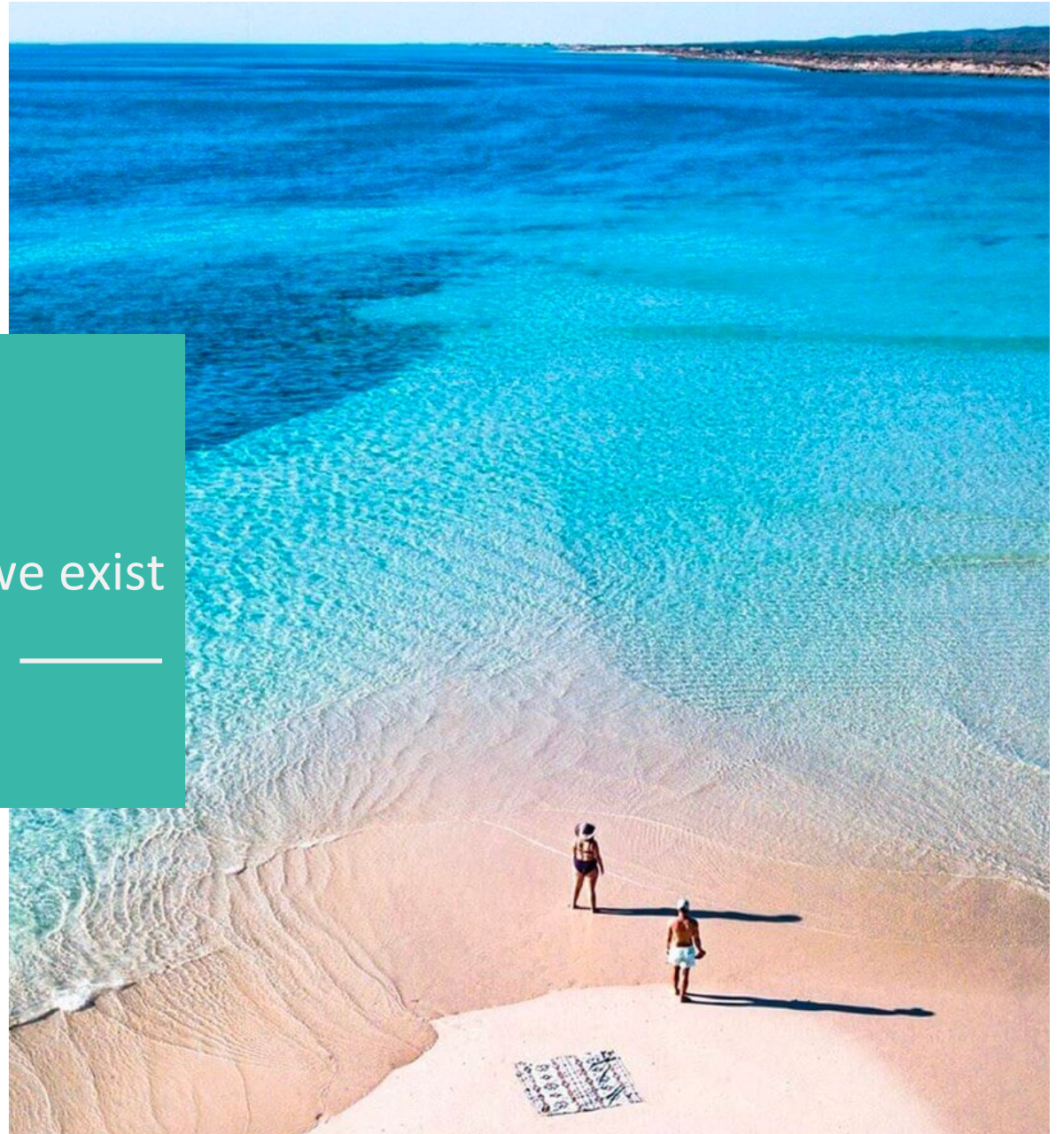
Affiliate Program Guidelines

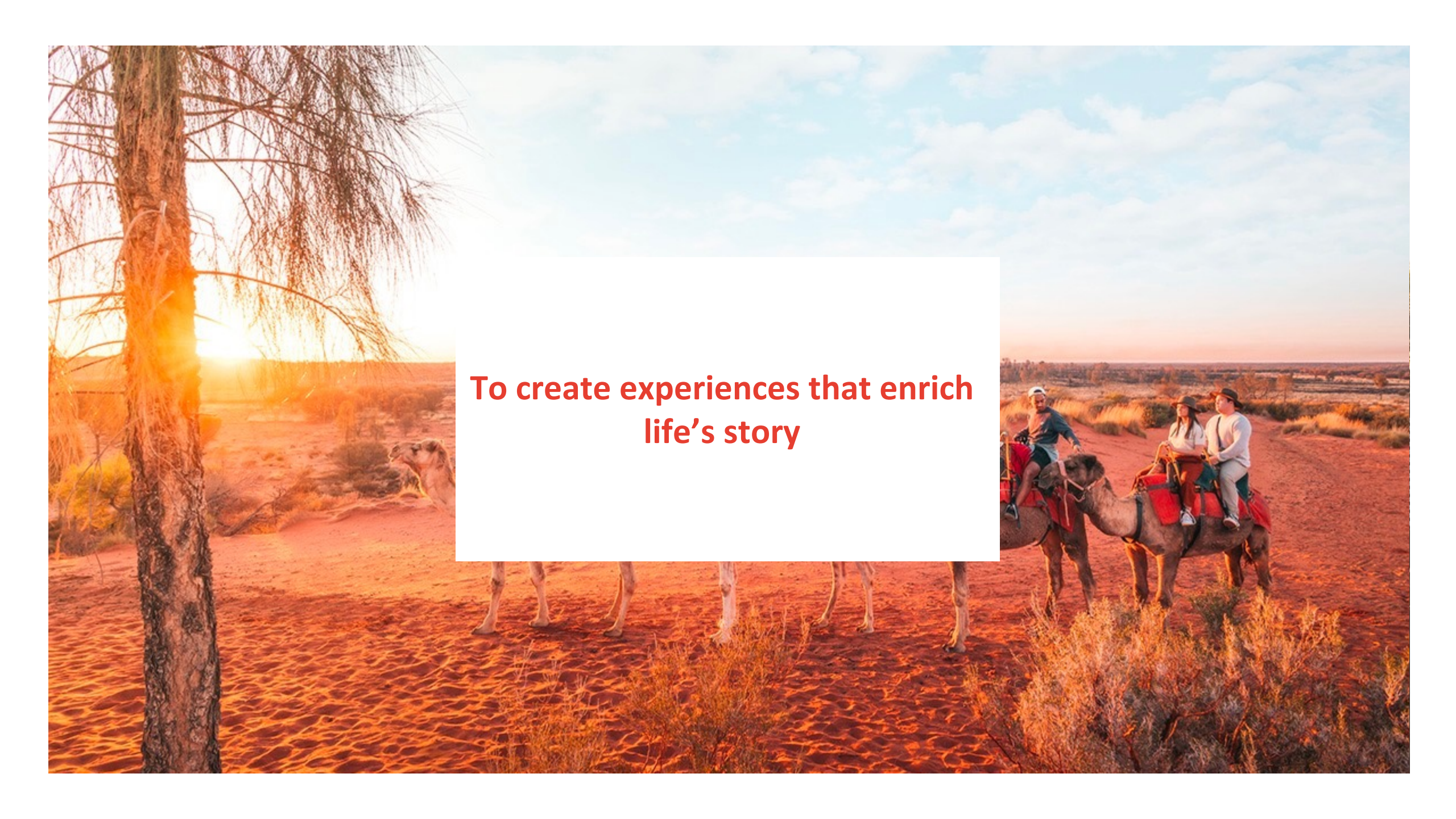


BIG RED GROUP

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Why we exist





**To create experiences that enrich
life's story**

Affiliate Program

RedBalloon is the heartland of enriching experiences. We can't be this without our amazing content creators sharing their stories of connection, joy and exhilaration. There's no better way to tell the story of our brand than to hear it from someone who loves to share what they do best.

We're seeking creators who love sharing their moments with loved ones and those who are always looking to create new memories.



Our Values

We are curious

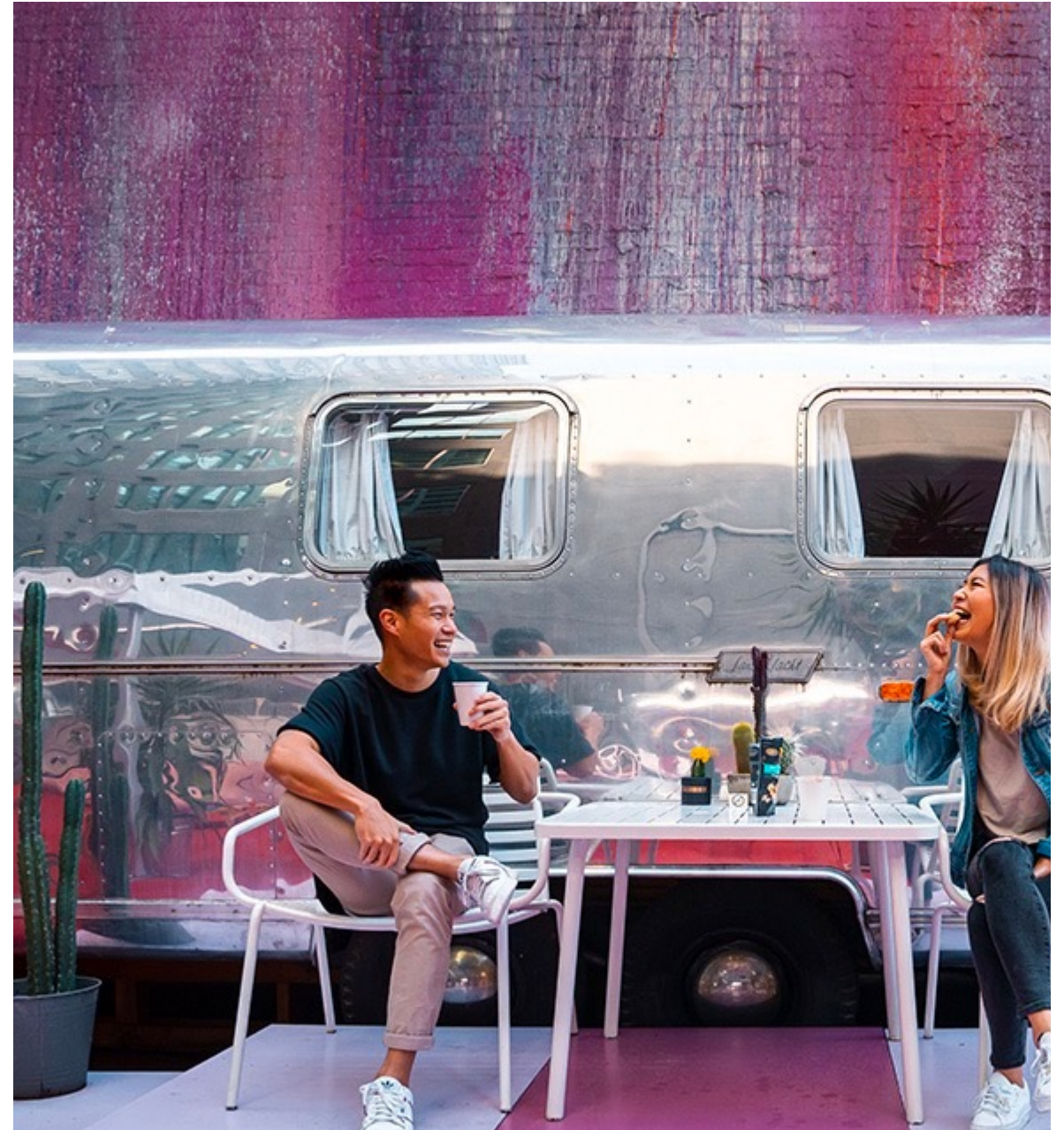
We seek out the unique. This helps us innovate, create and challenge ourselves.

We are outgoing

We're always up for trying something new or something different and we're not afraid to take risks.

We are passionate

We love what we do, and we want to find and share amazing experiences that enrich life's story.



We're looking for...

Content creator

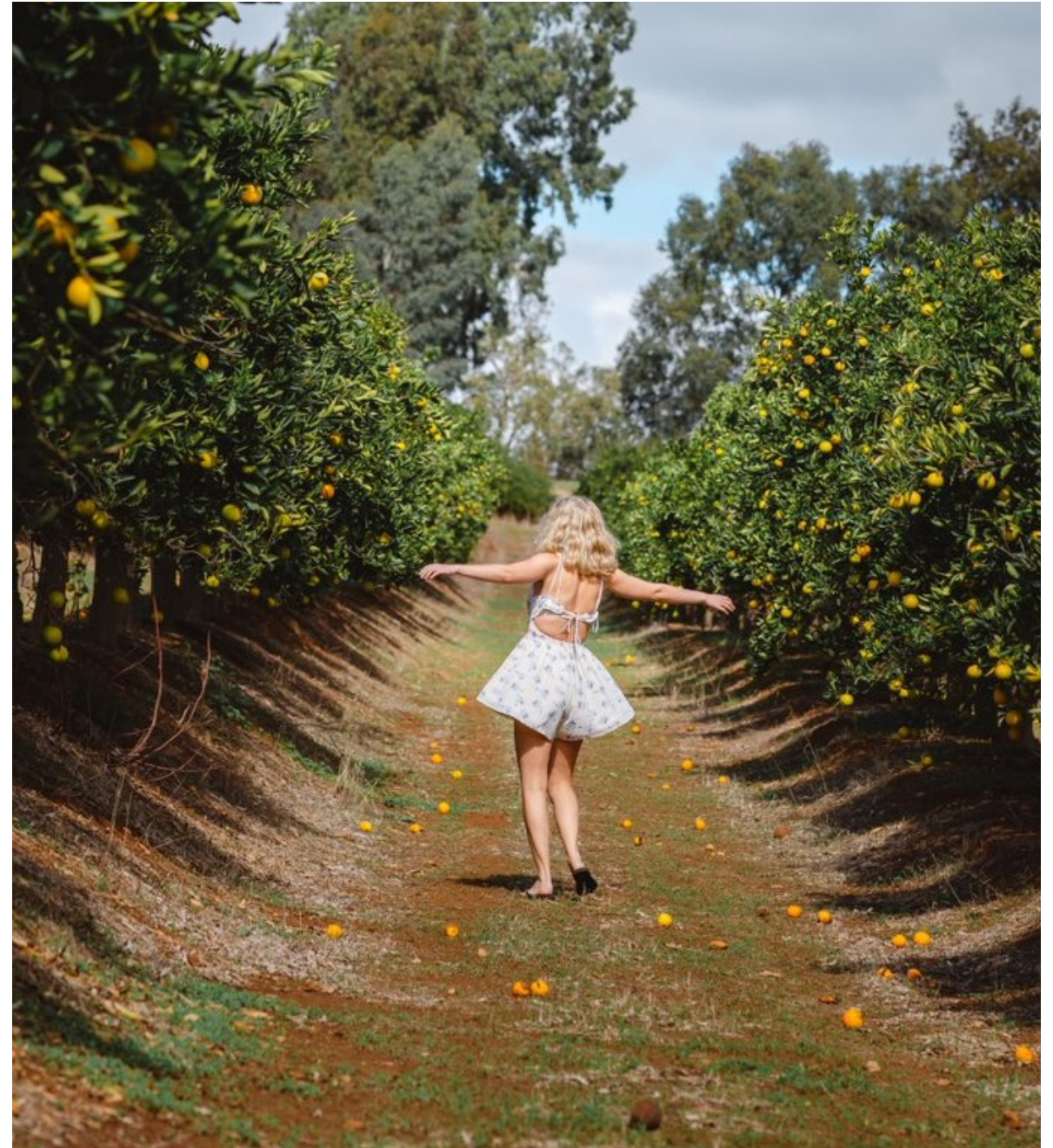
You're a content creator who loves to travel and try new things. You love sharing this lifestyle with your community, consistently across your social media platforms.

Website, blogger or writer

Your website gives inspiration to those who are looking to travel, embrace new experiences or just love a good wine and dine.

Blogger or writer

You write content that inspires and sparks the curiosity of trying something new. You value and emphasise the importance of spending time with family and friends.

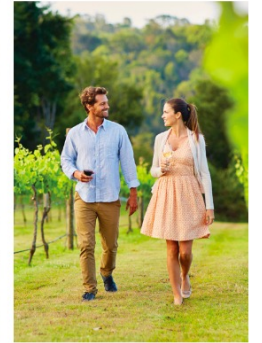
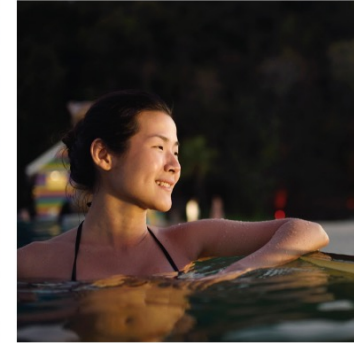


RedBalloon Style

Our Content style is dynamic.

We use people's faces, amazing places, interesting viewpoints and motion to draw people in, excite them and inspire them.

Content must capture a unique moment, a real moment, a shared moment or an unforgettable moment in the experience. Our content gives our customers an insight into the real experience and either show or allude to the emotional payoff.



Approval Checklist

Channel

Social: Min 3k followers
Web: Min 20k monthly visitors in AUS
Min 1% engagement rate
Promotions are authentic
Not exclusively discount focused

Content

Real
Consistent to a style and your category (ie
Lifestyle, foodie, travel)
Credible voice
No negative commentary
Legal activities
Adheres to AANA

Personality

Vibrant
Dynamic
Friendly
Inspiring

