



ROOM + WILD
LANDSCAPE-ENHANCED EXPERIENCES

A photograph of a rocky coastline. The foreground is dominated by a large, rounded, light-colored rock formation with a cracked, layered texture. Behind it, the coastline continues with more layered rock formations, some appearing as thin, horizontal slabs. The background shows a dark, rocky cliff face. The overall scene is rugged and natural.

content
creators
driven by
landscape



itinerary

welcome, välkommen, bienvenido,
selamat datang.

If you are reading this then your brand speaks our language and would thrive in our ecosystem.

We invite you to journey into the wild to better understand our unique offerings + identify what content solution is best suited for you. The rest is up to our highly specialized team to build a completely bespoke partnership proposal tailored to your timing, planning + objectives.

Use the keywords below to jump to notable slides.



what
is r+w

nature-based destinations
landscape-enhanced architecture
transformative experiences
untold stories

We consistently inspire, influence + connect our growing global micro culture through original storytelling + unique partnerships.





how we're different

ROOM + WILD is the only content creation agency exclusively focused on landscape enhanced experiences, remote destinations, nature-based adventure + award winning design.

Our mission is preserving the planet's geographic artistry + uniting the innovators that work in harmony with it.



A landscape of moss-covered rocks, likely a tundra or a similar natural environment. The rocks are covered in a thick, vibrant green moss, creating a textured and organic appearance. A small, dark green tree or shrub is visible in the middle ground, adding a focal point to the scene. The overall atmosphere is serene and natural.

where
nature
+ design
intersect



how we
got here

We were born from the pursuit of connecting our passions: excellence in design + unknown adventures in the farthest reaches of the world.

We strive to satiate the increasing appetite to explore + discover those untouched, remote + magical places whose stories have yet to be told or appreciated.



where we've been

With over a decade of building our highly curated collection of partnered hotel properties, r+w has become a global tastemaker, carving out a category of its own.

Our forward-thinking environmentally-focused point of view, eye for excellence in design, compelling viewpoints + unparalleled consistency drives our success.

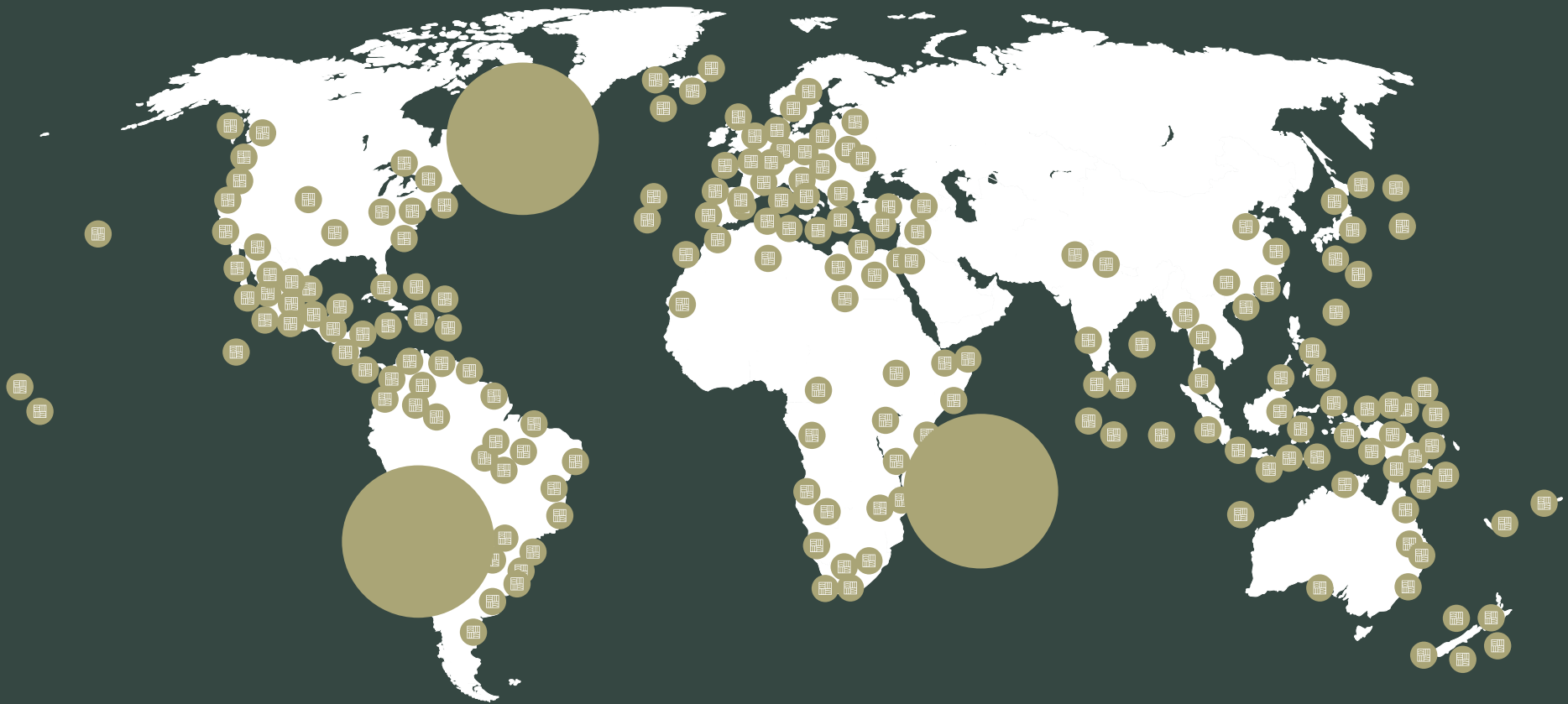
Through countless trips, first hand reviews, and long standing relations with its partners, r+w has capitalized on the opportunity to provide one-of-a-kind travel experiences and exclusive content to a growing international market.





partnered properties

Our collection hosts over 400 unique, exotic retreats around the world that not only provide an unforgettable experience in a truly natural setting but exceed all expectations + r+w standards; luxury lodgings that bring sustainability, wellness, design + adventure to the forefront while protecting their native roots + geographical surroundings.



click the large icons above to see 3 of our highlighted properties.

A close-up photograph of tree bark, showing various textures and colors. The bark is dark brown and grey, with patches of green moss and light-colored lichen. The text is overlaid on the right side of the image.

to sustain
you must first
understand +
appreciate



where we're going

We aim to continuously shine our light on the much needed protected areas, ecosystems + their awe inspiring natural landmarks alongside like-minded partners in search of authentic and relevant content.

To increase the awareness and education of past cultures, native biodiversity + the unique environments of these often remote locations.

We strive to continue to provide brands + organizations the much needed connection to the interests of their evolving consumers through authentic visual storytelling + narrative.





why we're relevant

Evolving from 15+ years of first hand experience in the travel + media industries, with creative design charting the map, r+w was unknowingly building a micro culture of its very own.

Fast forward to present day + that 'micro culture' is now in overdrive, its content highly relevant to all walks of life; unrestrictive to age, gender, race, occupation or whereabouts.

Travel is no longer a want but a need. Not a "trip" but a shared longing for more intimate, meaningful + sensory experiences.

Breathing fresh air, feeling safe, distancing from urban centres, supporting mental health + connecting with nature all have new meanings + are embedded into any step forward.

A close-up, top-down view of a lush, green carpet of moss and ferns. The moss is a vibrant, bright green, while the ferns are a slightly darker, more textured green. The plants are densely packed, creating a rich, textured surface. The lighting is soft and even, highlighting the intricate details of the plant life.

all journeys
require
planning +
research



who we speak to

Wanderers, adventurers + inspiration seekers.

We speak to the free thinkers + substance seekers with progressive values.

Those with an appetite for positive change, good taste + being in the know.

That hard to reach audience that cannot be easily sold or persuaded.





cultural pioneers
modern nomads
+ storytellers



enjoyment of video increases
purchase intent by 97% +
brand association by 139%

interesting content is a
top 3 reason people follow +
listen to brands on social media

60% of consumers trust
editorial content



who we stand with

Organizations, properties, people + brands that are truly looking to make a positive environmental impact or change in their respective industries.

Our network is embedded with thought leaders attached to our brand pillars who build + strengthen the r+w micro culture while fueling conversation + calling to action.

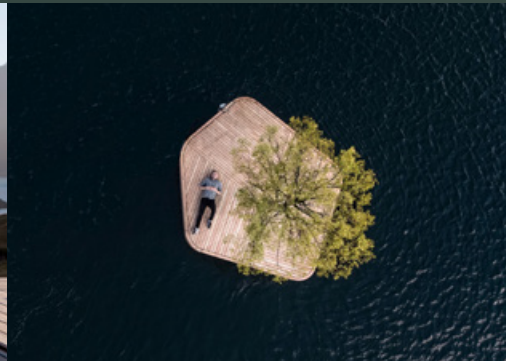




r+w core pillars

Our well-aligned brand partners who share many of the same core beliefs + philosophies as we do attach + expand on these pillars in their own unique way.

- + nature + sustainability
- + adventure + exploration
- + food + beverage
- + architecture + design
- + mindfulness + wellness
- + art + culture





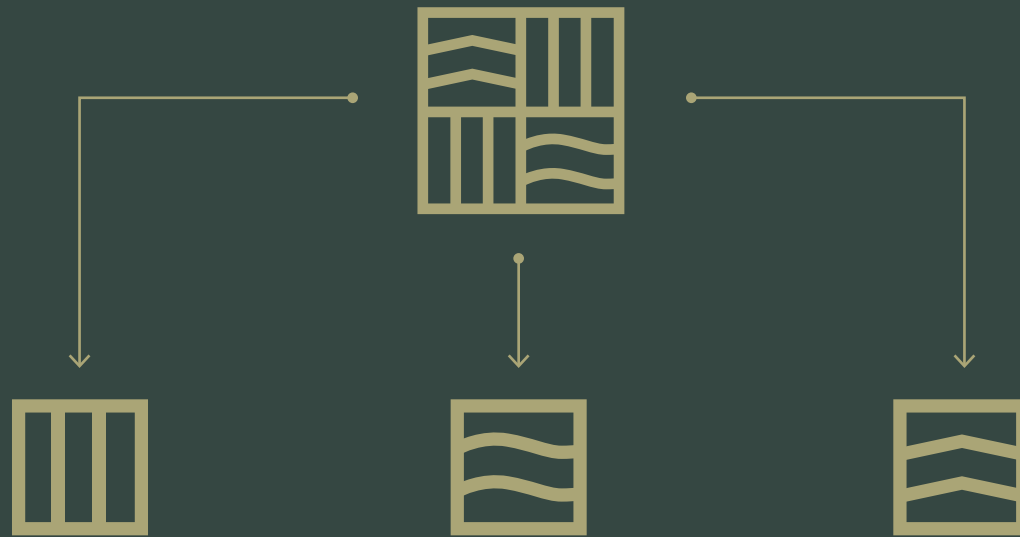
alignment

In today's changing societal landscape, remote + safe experiences are more sought after than ever before.

Whether it's an off-roading excursion in the unforgiving terrain of the Bolivian Salt Flats or enjoying a refreshing glass of Chardonnay in the fertile wine regions of South Africa, we have a unique experience + landscape for everyone.



what we're made of



land

- + desert
- + rainforest
- + jungle
- + forest
- + valley
- + sand dune
- + salt flat
- + vineyard
- + insert yours here

water

- + ocean
- + sea
- + waterfall
- + river
- + lake
- + coast
- + lagoon
- + cove
- + insert yours here

sky

- + hills
- + mountains
- + volcano
- + highlands
- + rice fields
- + trees
- + cliff
- + plateau
- + insert yours here

- + Where does your brand practice performance or pull inspiration? Where is it most beautifully showcased?



elements



PASSWORD:
ELEMENTS

To better understand our vision + a handful of the awe-inspiring destinations that we support please click above to watch our inspirational **room + wild elements** video series.



r+w creative

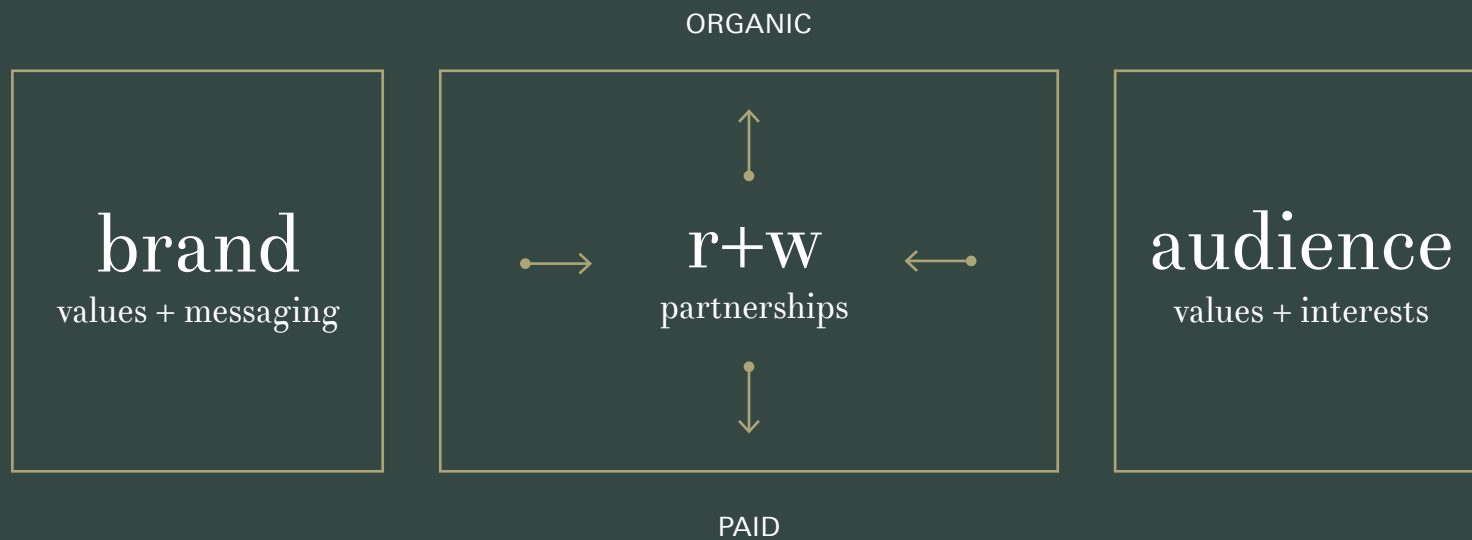




creative content
solutions for
tomorrow's
media channels



our value + credibility





sponsored editorial

Creative Content Solutions

Video, Photography, Design

r+w sponsored editorial is reserved only for the most seamlessly integrated brand partners.

Through this strategic alliance, consumers identify with our partnered brands/products through more specific + genuine r+w messaging + lifestyle.





co-created content

Creative Content Solutions

Video, Photography, Design

r+w collaborative content use the same beautiful consistent look, feel, design + smart writing that has carried the success of our business.

We bring fresh ideas + a sharp perspective to help showcase your brand like never before. You'll work with our production team to create effective creative video solutions that will grow your brand + leave a lasting impact.





white label

Creative Content Solutions

Video, Photography, Design

Bespoke content is for you to tell your brand's story on your own terms.

You'll create an initial brief + our experienced team of producers, directors + writers will tailor the tone for your audience while looking at your brand through the r+w creative lens.

tiff.





r+w
integrations





platform

roomandwild.com is a place where nature, design, + travel lovers come to browse the latest landscape hotels + nature-based destinations.

The growing platform encompasses all our property listings + reviews, country + region highlights, travel guides, sponsored posts as well as several unique editorial content series.

Both standard + rich media advertising can be integrated.

Website

roomandwild.com



r+w mag

The platform houses r+w magazine, spotlighting unique retreats, our client's journeys + interviews with sustainability-focused thought leaders (r+w Naturals), as well as our take on mindfulness through landscape (Elements).





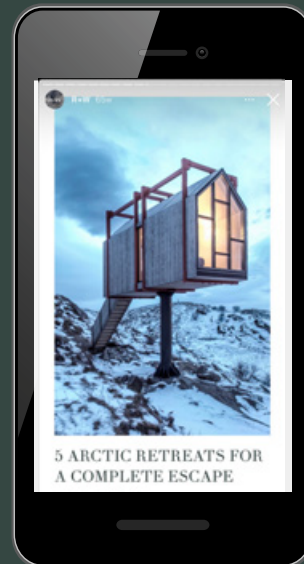
social

The r+w social media channels hold an enthusiastic, engaged, and niche community of brand loyalists.

Reach our built in audience by integrating your brand across our digital platforms + tapping into our micro culture.

Add value to your partnership with us by being a part of our curated content and targeting through sponsored posts.

@roomandwild

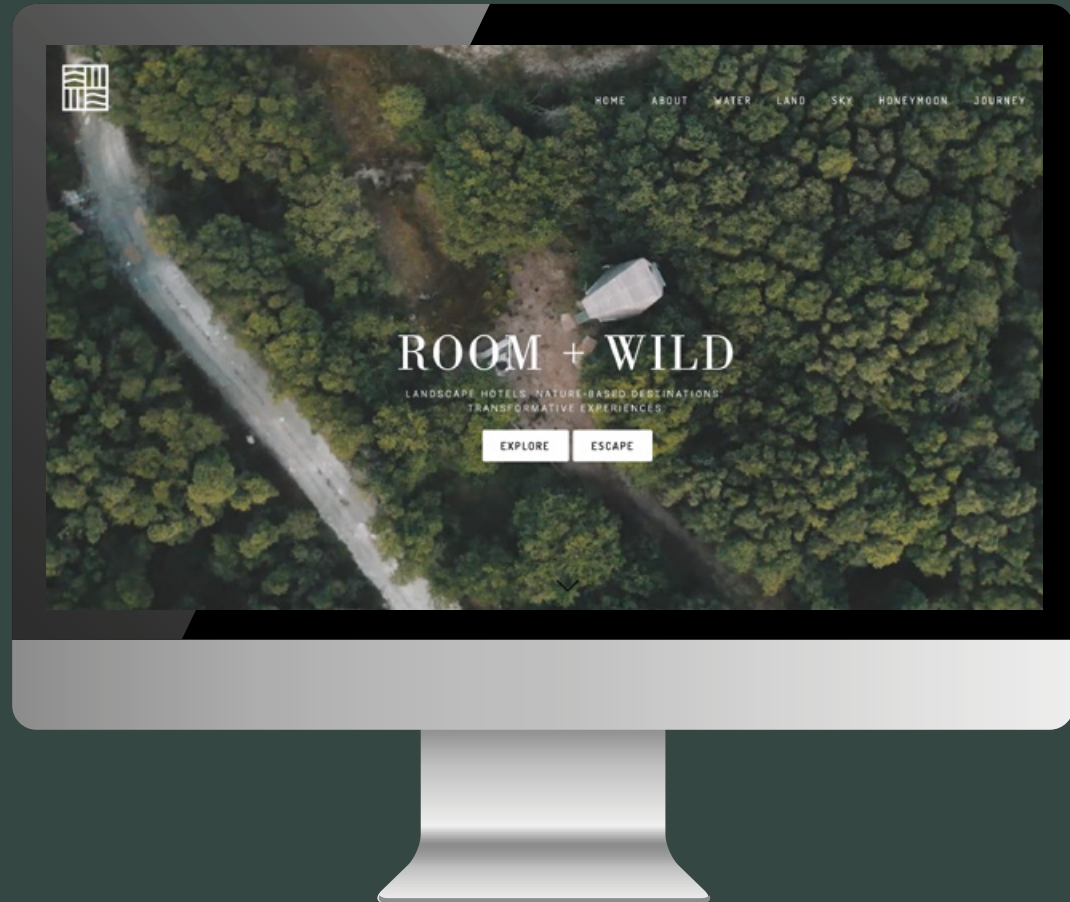




homepage takeover

Homepage takeovers make an impact + are reserved for only the most aligned partners with content that reflects our core pillars.

This is usually integrated into a larger proposal with a preference towards short video formats with a minimum of 2 weeks.

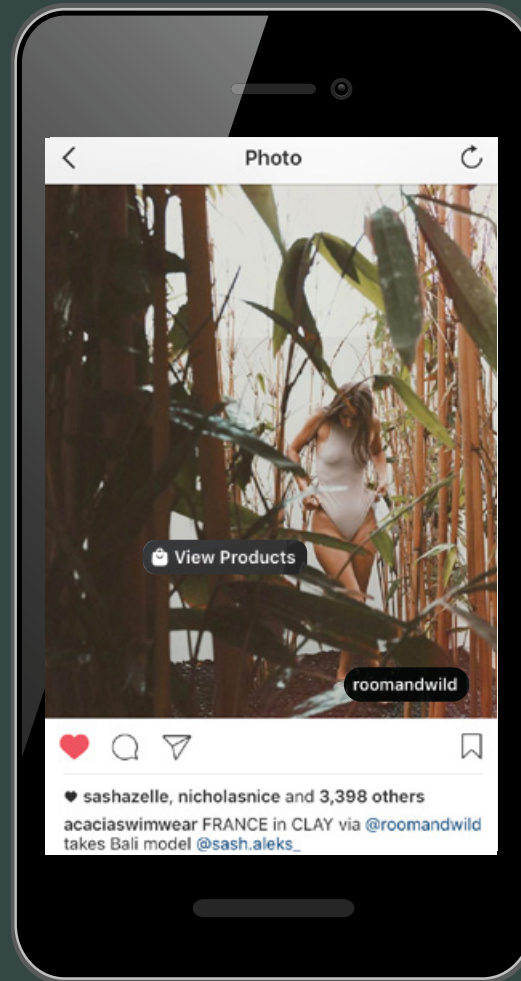




affiliate marketing

Affiliate marketing allows brands looking to reach their audience with a more authentic experience + direct call to action through e-commerce + shoppable content.

Alternatively, to hyperlink items directly into r+w mag for an easy to use + shoppable editorial feature.





newsletter

The weekly newsletter promotes unique destinations, our newest hotel members, as well as weekly features from r+w.

Media advertising, listings + promotions are easily integrated into the site + newsletters.

Solus newsletters are written/designed in collaboration with the client + best for notable releases/exclusives.



[CLICK on the image to learn more](#)



r+w
partnership examples





sponsored editorial

ION HOTEL
BLUE LAGOON HOTEL
GRINDAVÍK, ICELAND

Sponsored Editorial

Room + Wild collaborated with model/influencer Chloe Holmes, Retrosuperfuture, Kit + Ace, RAINS, Ion Adventure Hotel, + Silica Blue Lagoon Hotel for a special Room + Iceland Project, before Iceland was as well known + accessible as it is today.

Total impressions

680K+





unique on site

HUVAFEN FUSHI NORTH MALÉ ATOLL, MALDIVES

Bespoke XM Partnership

Unique experiential
activation with Lee Foss,
world renowned DJ + music
producer.

Room + Wild collaborated
with Lee Foss + Per Aquum
Huvafen Fushi for a private
live beach performance
exclusively for the hotel's
guests + streamed across
key media channels.

Total impressions

295K+



press trip

PLAYA VIVA RESORT **ZIHUATANEJO, MEXICO**

Bespoke PR Partnership

Room + Wild collaborated with Playa Viva Boutique Hotel, entrepreneur Caleigh Rykiss + FASHION Canada on a sustainable + out-of-the-box Mexico adventure, promoting the lesser known region of Zihuatanejo.

Total impressions

4M+



influencers

Bespoke Innovator
Partnerships

We work with a wide selection of thought leaders across the globe that truly align to our core beliefs + brand pillars, all of whom are chosen with the same selectivity as our partnered hotels.

Wellness aficionados,
fashion icons, athletes,
renowned musicians,
leading hoteliers,
architects, mixologists +
chefs, to name a few.

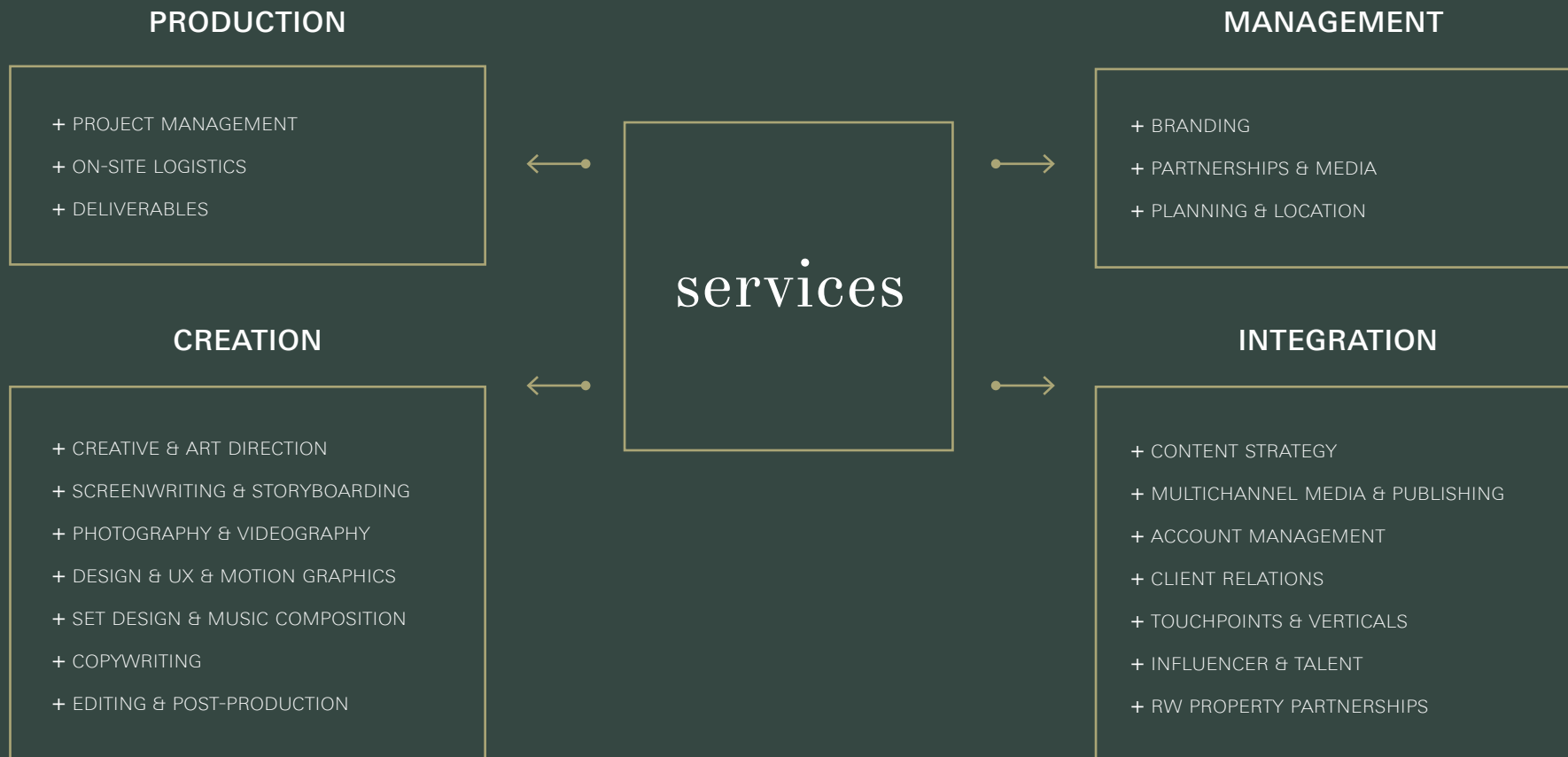


r+w
services





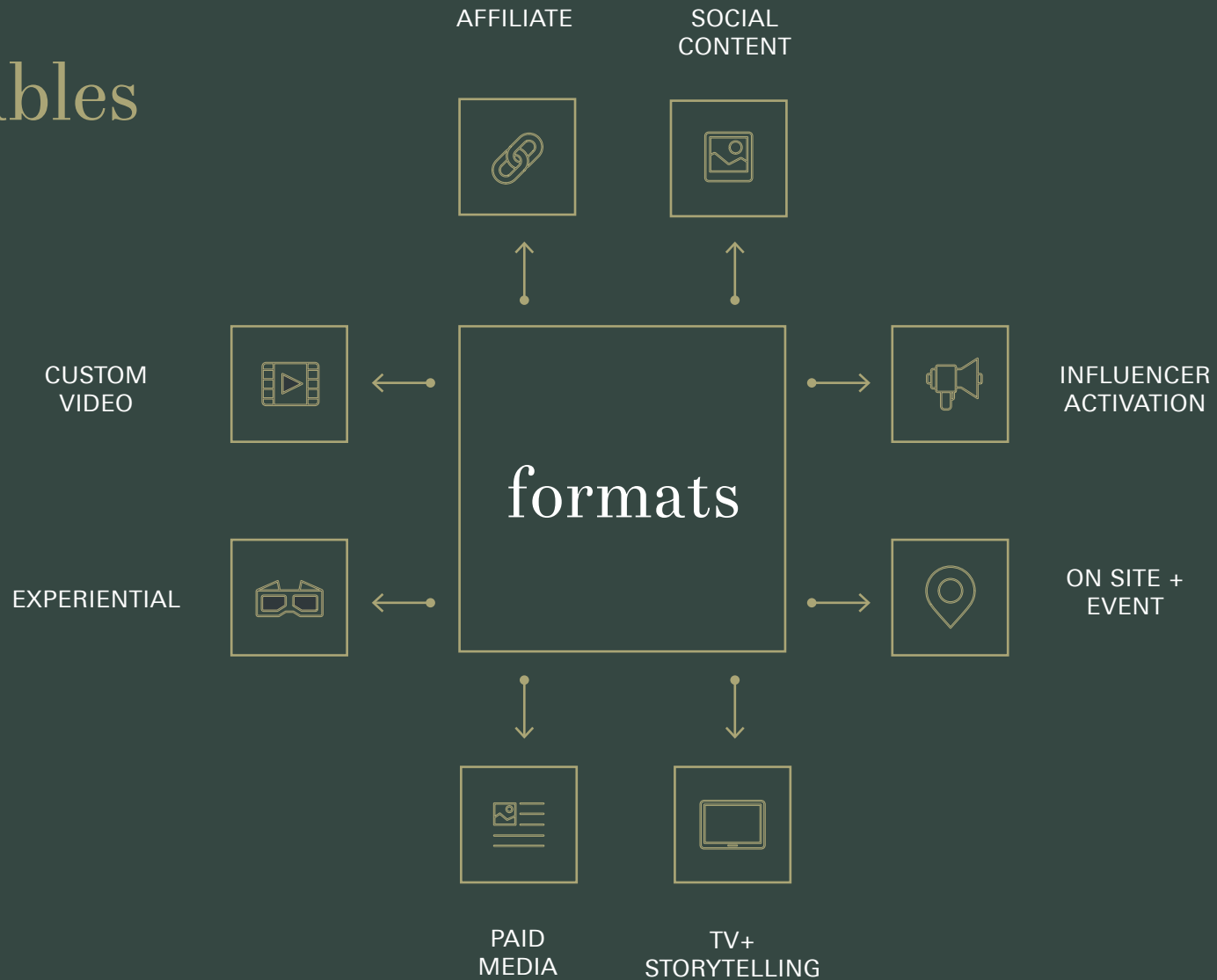
à la carte



No two clients are the same, therefore, all of our projects are completely bespoke + POA.



deliverables





why work with us

QUALITY & ORIGINALITY

- + award-winning creative that puts the consumer first + demands attention
- + here before the word “green” + “sustainable” found their way into mass media
- + trend-setting content that is truly one of a kind

MARKET & RESEARCH

- + voice + narrative that speaks to a hard to reach, high income, worldly demographic
- + organic traction that speaks for itself - #nature is in high demand
- + ownership of the landscape-based media space + culture

TEAM & NETWORK

- + partnerships, management, property managers + creators bring decades of industry experience
- + lower client costs by keeping our work limited + our team small

INTEGRATION & ACCESS

- + seamlessly integrated into your planning + adaptable to your marketing mix/active campaigns
- + access to unattainable locations, industry leaders, strategic partners + third party collaborators

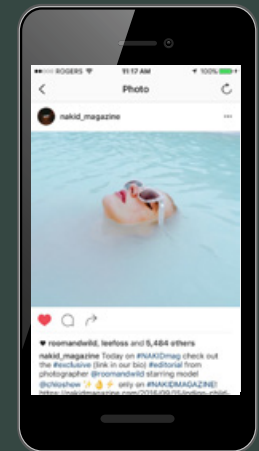


media partners

We work with a growing list of media partners, platforms + publishers that help share our stories, content + drive engagement to + from our platform.

We are constantly asked to share our content on other platforms + are very selective of the environments + markets for each.

We can easily work alongside your media teams to seamlessly integrate into your marketing/PR mix or campaign.





partners

FASHION

Your tango

KIT ACE

RAINS
Drip, drip, drip.

tiff

escapism

REVOLVE

ACACIA

RETRO[®]
SUPER
FUTURE
ESTABLISHED 1987



Bay Street Bull

Bather

PERMANENT
VACATION

NAKID

 TWIL TRAVEL

proud supporters



THE OCEAN
CLEANUP





join the landscape enhanced journey

partnerships

Nick Valsamis
Director of Communication and Strategy
nick@roomandwild.com

Ari Lantos
Executive Producer, Brand Content
ari@roomandwild.com

brand

Sasha Semeniouga
Founder, Creative Director
stay@roomandwild.com

“We are living at a time where landscapes carry tremendous importance. We are starting to appreciate + rediscover our natural settings + their unique characteristics. Guiding the travel industry towards lesser known corners of the world; or seeing familiar destinations in a new way is what room + wild is all about. Becoming one with the elements in a place that truly allows it.”



