

The logo for PÜLS is rendered in a bold, white, sans-serif font. The letter 'P' has a unique, rounded shape. The 'Ü' is a standard German umlauted 'U'. The 'L' is a simple, blocky letter. The 'S' is also bold and rounded. The background of the entire image is a dark grey with a repeating pattern of the PÜLS logo in a lighter shade.

**YOUR ALL-IN-ONE SOLUTION
FOR 360° CAMPAIGNS**

• PÜLS ECOSYSTEM

Hardware test

Blog article / video
Newsletter

Sales

via affiliation

- Community run
- Product testing
- Reconnaissance de course
- Stage sportif

PÜLS COMMUNITY

**Skilled talents
and athletes serving your
brand awareness goals**

Race story

Blog post / video
Newsletter

PÜLS AGENCY

PÜLS

PÜLS MEDIA

**The 100% digital media
where the community
discovers the latest product
news and events to join**

- **Podcast / Live**
by athletes on various topics
- **Youtube channel**
product tests / race stories

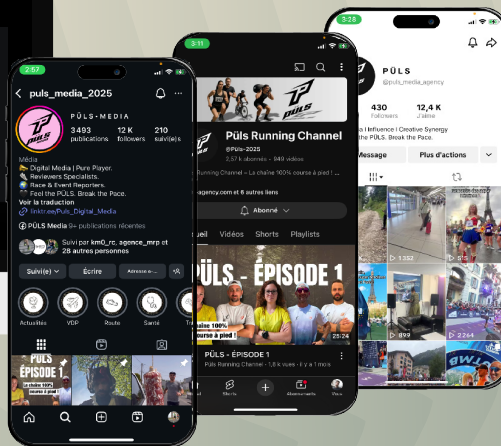
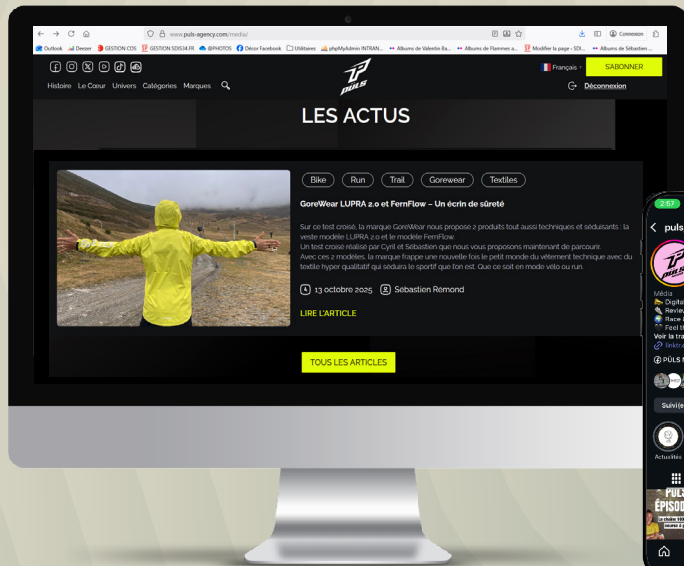
● EXPERTISE

WHAT OBJECTIVES CAN PÜLS BE USED FOR?





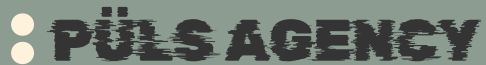
FROM THE MULTI-CHANNEL DIGITAL MEDIA...



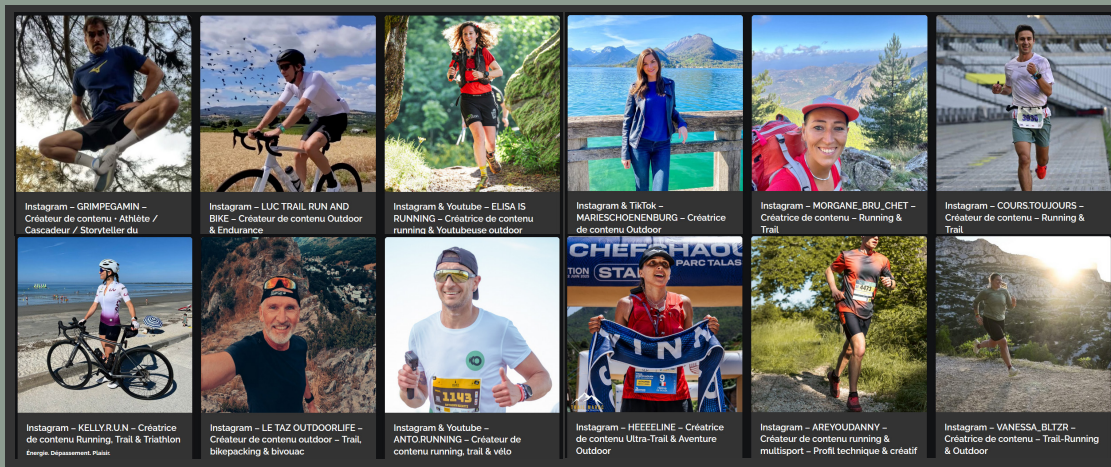
● PÜLS COMMUNITY

... TO COMMUNITY EXPERIENCES





A CATALOG OF TALENTS AND ATHLETES TAILORED TO YOUR GOALS



13 TALENTS / CONTENT
CREATORS / FREELANCERS

4 ELITE ATHLETES

Covering **running**, **trail**, **triathlon**,
yoga, and **outdoor** sports



PÜLS

média · agence · communauté

AN ALL-IN-ONE SOLUTION FOR TAILOR-MADE CAMPAIGNS



- ➔ Leverage our network of photographers and videographers to showcase your products, services, events, and athletes.
- ➔ Enhance your campaigns with Püls talents and athletes, supported by our photographers and videographers, to boost the visibility and awareness of your products and services.
- ➔ Reach new audiences with our multi-channel, multi-format approach: from YouTube videos to podcasts, including product testing and community runs.
- ➔ Develop distinctive communications to build a deep connection with your consumers.



EXAMPLE

OF A PRODUCT LAUNCH CAMPAIGN

COMMUNICATION
VISIBILITY

Product test **blog post**

+ **social media content**
(Püls Media + 1 talent):

Instagram, TikTok, YouTube,
Strava

+ **1 dedicated newsletter**

PROMOTION
BRAND AWARENESS

Product testing

via the Püls community
(including content creation)

+ **1 elite athlete** from Püls
Agency showcasing the product
during a race

CONVERSION
SALES

Sales at one of your affiliated
partner retailers

+ **comprehensive reporting**
(visibility, brand awareness, sales)