
DAZE-MEDIA

**DAZE-MEDIA IS A ONE-OF-A-KIND
NETWORK OF INDEPENDENT
PUBLISHERS, EACH POWERING
ITS OWN DISTINCT *CULTURE*.**



GEAR PATROL

**MONSTER
— CHZ/DREN**

EST. **AWA** 2017
—
ACCIDENTALLY WES ANDERSON

Heddels

Fairgame



GEAR PATROL

PRODUCT



MONSTER
—
CHIZ/DREN

YOUTH



EST. **AWA** 2017

ACCIDENTALLY WES ANDERSON

TRAVEL



Heddels

CRAFTSMANSHIP

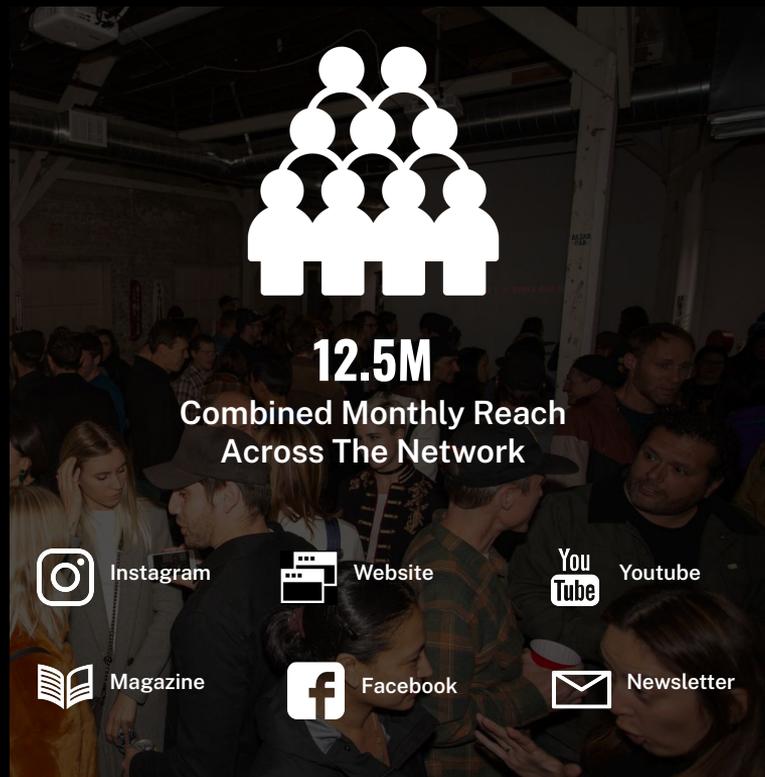


Fairgame

MODERN GOLF

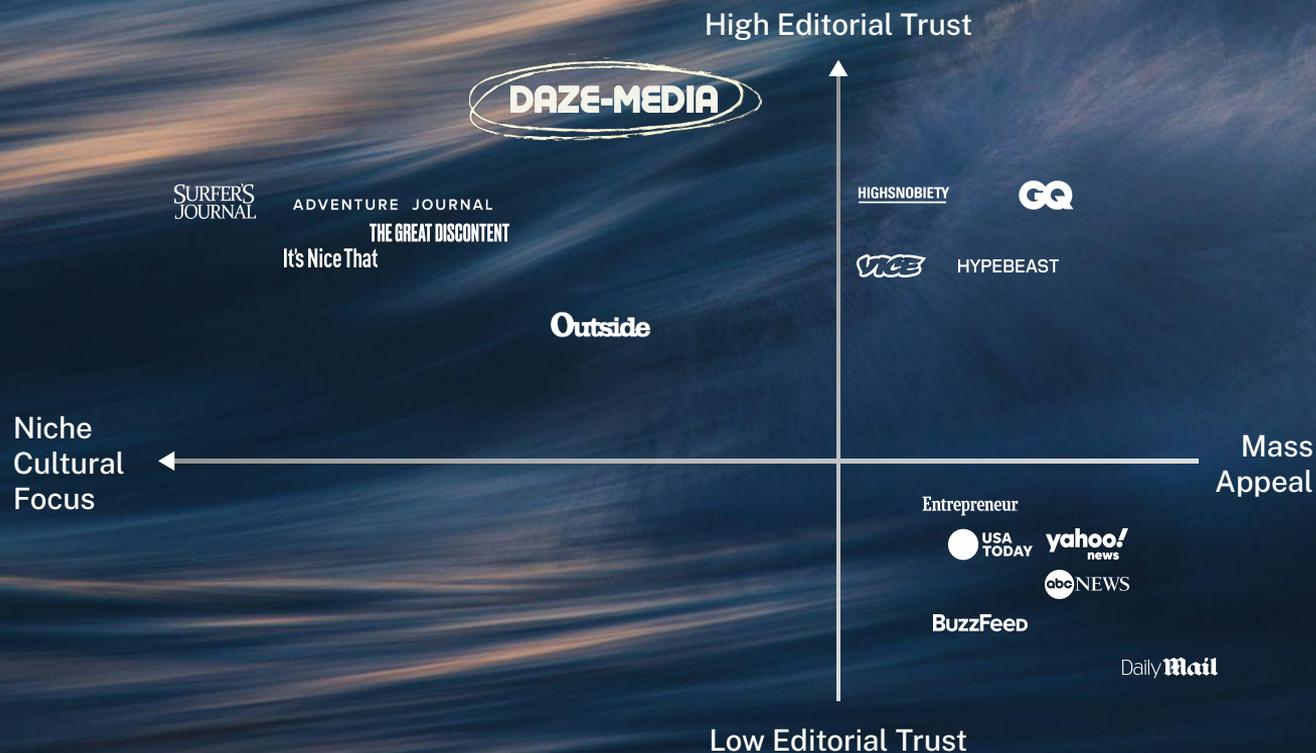
WE BELIEVE *CULTURE* IS THE MOST POWERFUL MEDIA CHANNEL.

WE POSITION BRANDS TO SHOW UP WHERE *INFLUENCE* IS BORN - INSIDE TRUSTED, CULTURE-LED NETWORK THAT DRIVES LONG-TERM BRAND *AFFINITY* AND PURCHASE CONSIDERATION.



HIGH TRUST THAT'S SCALABLE

Editorial integrity is built with care, passion, and deep expertise. Only Daze-Media combines that trust with network scale.



AWARENESS & EFFICIENCY WITH *MEASURABLE RESULTS*

High trust changes how audiences behave: they pay attention longer and convert more efficiently. At scale, Daze-Media turns that trust into better economics with faster launches, cleaner executions with a single point of contact, and no fragmented buys.

43%

Better conversion efficiency
from a 10% lift in awareness
(WARC report)



+27%

Better ROAS performance and 41%
lower CAC with sustained awareness
tactics *(fospha study)*



THE BRANDS WE WORK WITH

HOKA



Blundstone

YETI

VANS
"OFF THE WALL"

BMW Motorrad
Motorsport


ROARK

**JACKSON
HOLE** Travel
& Tourism
Board



 Goldwin

L.L.Bean


TINCUP
MOUNTAIN WHISKEY

**ELIJAH
CRAIG**
BOURBON

G-SHOCK

**VISIT
BEND**^{OR}

HOW WE DO IT

No mindless scrolling here. We place advertising and content in high-trust environments where audiences slow down and engage.

- Editorial Sponsorship + Integration
- Geo-Targeted & Interactive Advertising
- Long-Form Brand Profiles
- Immersive Microsites
- Sweepstakes + Email Data Capture
- Talent from our Content Creator Network
- Single-Product Deep Dives
- Social-First Video Content
- Destination Storytelling



DAZE-MEDIA

THANK YOU.

Justin Parkhurst
Founder
justin@daze-media.com
435.647.6898

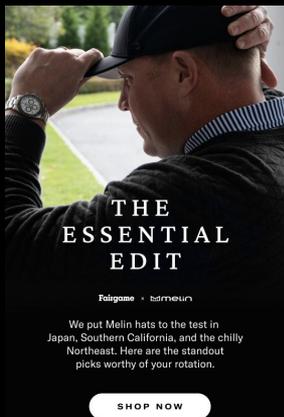
Cody Kasselman
COO
cody@daze-media.com
908.670.8107

Molly Jolls
Senior Director, Partnerships
molly@daze-media.com
908.670.8107

Jon Overson
New Business Development
jon.overson@daze-media.com
908.670.8107

MELIN

CASE STUDY



The Challenge

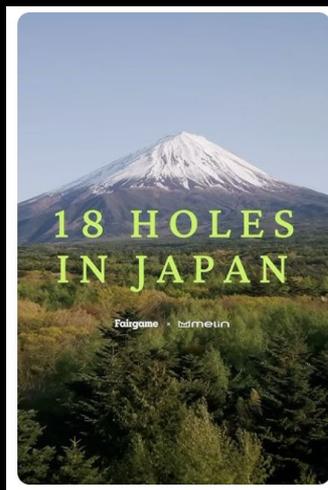
Melin set out to expand brand reach and cultural credibility within the golf vertical while driving qualified purchase consideration among a new audience segment. As golf represented a newer category for the brand, Melin needed media partners capable of generating sustained, meaningful awareness — building long-term momentum while also delivering short-term performance.

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The Solution

Fairgame executed a content-driven partnership designed to expand Melin's presence within an untapped golf audience. Through premium placements, in-app visibility, and authentic storytelling, the campaign drove new customer acquisition while building meaningful awareness and cultural credibility. The result was both immediate engagement and a strong foundation to support Melin's evolving strategy in the golf category.



"We were thrilled with how the Fairgame activation turned out. The content felt incredibly polished, the app experience impressed our internal team — even our president took notice. From a value and efficiency standpoint, it was a huge win for us."

-Kevin Smith, Head of Performance, Melin

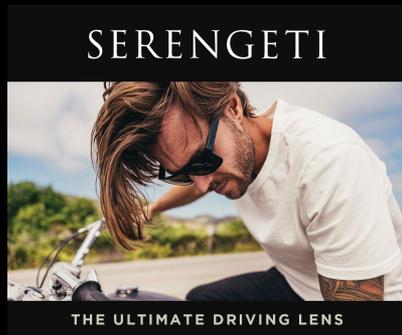
10+
Pieces of Original
Content

600k+
YouTube Views

280%
Over-Delivery on
Impressions

SERENGETI

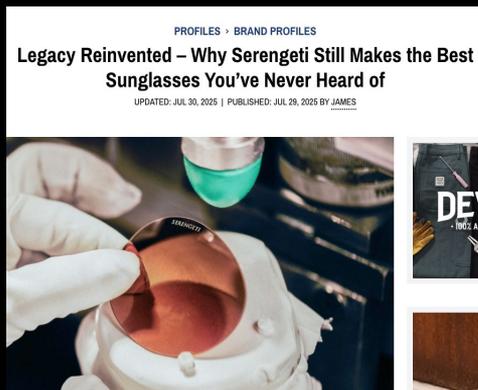
CASE STUDY



The Challenge

Despite global recognition for its lens technology and craftsmanship, Serengeti faced low brand awareness and limited consumer connection among younger, design-conscious U.S. audiences. Existing partnerships had delivered inconsistent results, and there was a need to differentiate Serengeti in a crowded eyewear market where performance and quality are often overshadowed by frame design.

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The Solution

Daze-Media partnered Serengeti with Heddels to create a high-impact content and media campaign that spotlighted lens innovation through a storytelling-first approach. The program combined educational editorial, product deep-dives, and a newsletter giveaway to drive traffic, visibility, and qualified interest. Amplified with premium media placements, the campaign delivered measurable results and helped shift perception toward Serengeti's core brand values.

"This campaign felt like the first time someone told the Serengeti story the way it should be told - through the product, the history, and the lens tech that makes us different. You guys got it."

- Joe Freitag, VP Marketing, Bollé Brands

11k+

Total Clicks

6k+

Total Emails
Captured

5.9M

Impressions Served