

---

# DAZE-MEDIA

---

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



**Heddels**

**Fairgame**



 NAUTILUS

SCIENCE &  
INNOVATION



MONSTER  
— CHIZ/DREN

YOUTH



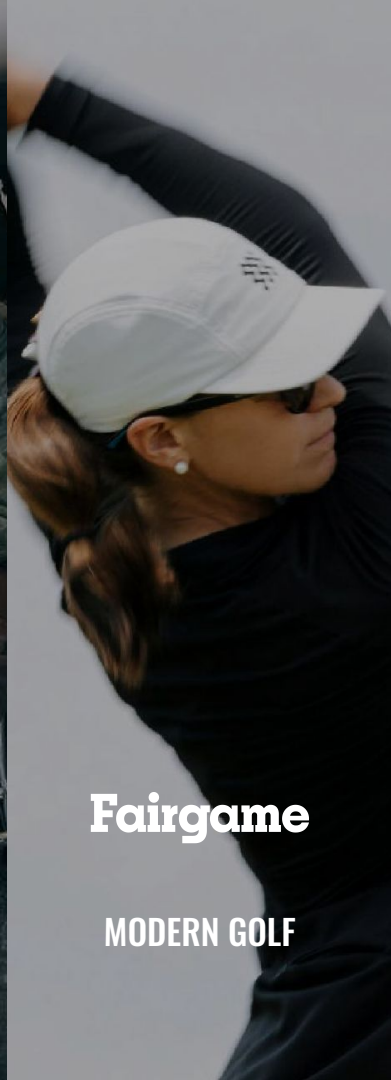
EST. **AWA** 2017  
— ACCIDENTALLY WES ANDERSON

TRAVEL



Heddels

CRAFTSMANSHIP



Fairgame

MODERN GOLF

# The Macro Landscape

---

Why culture-led partnerships are not a trend - they are the new infrastructure for brand growth.

**+12%**

YoY rise in Google Ads CPA  
(2025)

Triple Whale / ShopMy

**-10%**

Median ROAS decline on Google  
Ads YoY

Triple Whale / ShopMy

**13/14**

Industries saw rising CPAs in  
2025

Triple Whale / ShopMy

Brands solely relying on these channels are competing for a shrinking pool of attention at a rising price. You're now paying more to be ignored by more people.

# The Macro Landscape

What Consumers Actually Respond To?  
Trust, not reach.

**+27%**

Better ROAS performance and 41% lower CAC with sustained awareness tactics across niche audiences

Fospha study (2025)

**43%**

Better conversion efficiency from a 10% lift in awareness

Warc report (2025)

**81%**

Of consumers say they must trust a brand before making a purchase decision.

TechRT Branding Statistics (2026)

**Niche loyal audiences outperform broad reach. Brands with high trust scores outperform competitors by 400% in market value growth.**

---

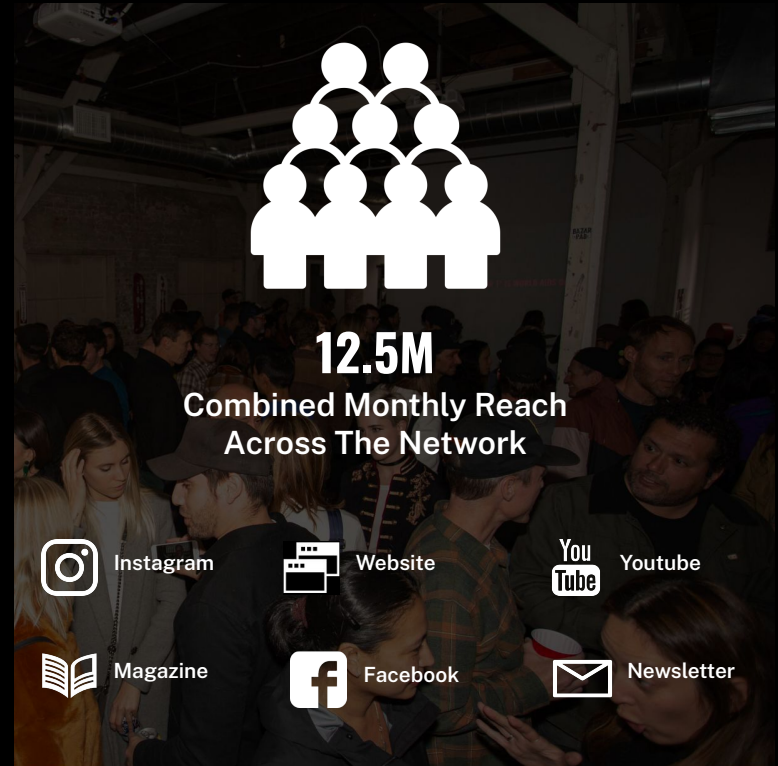
# The Macro Landscape

Culture is the most powerful media channel.

Brand discovery now lives in group chats, comment sections, and niche, culturally-driven communities - where trust already exists before your brand arrives.

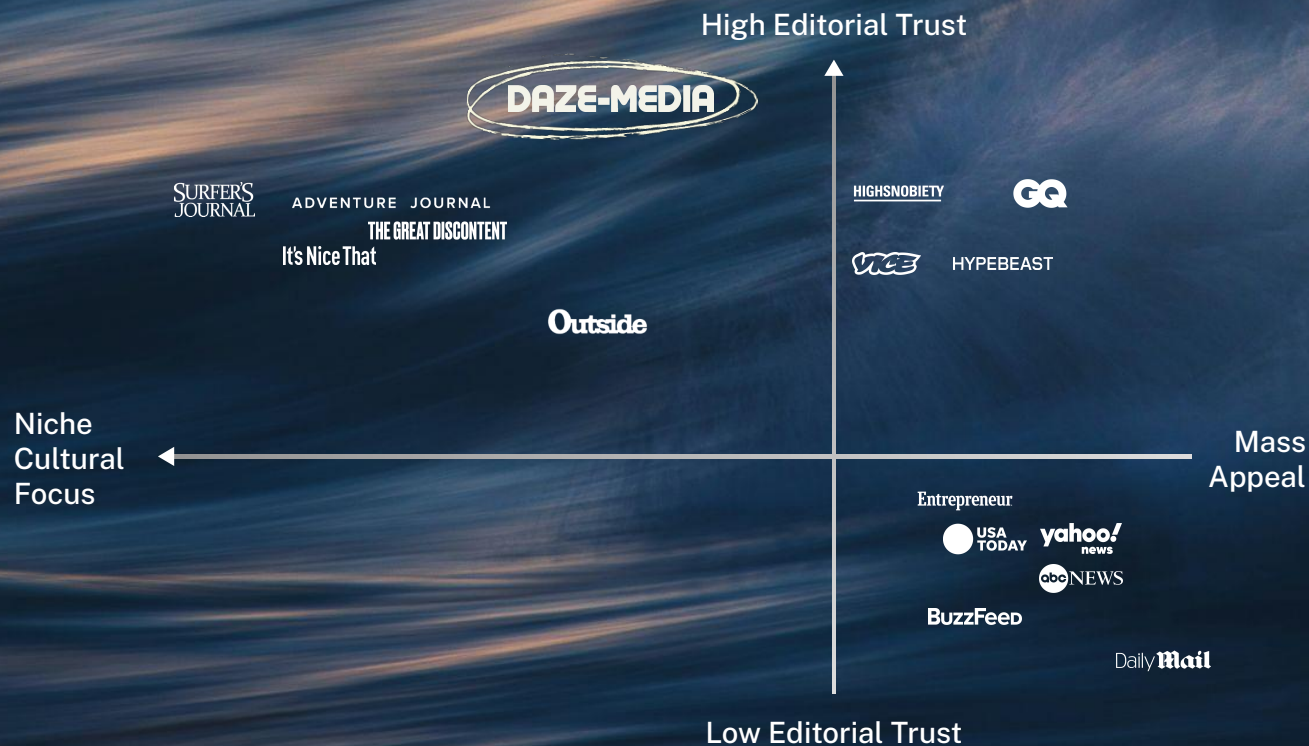
We position brands to show up, authentically, inside these trusted, culture-led communities.

We position brands to show up where *influence* is born - inside trusted, culture-led communities that drive 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 across niche audiences  
*(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

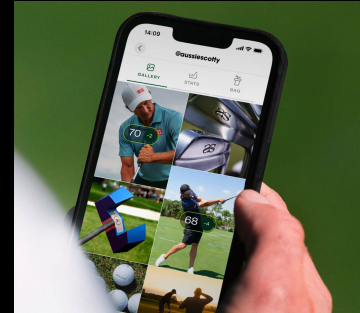
**G-SHOCK**

**VISIT  
BEND**<sup>OR</sup>

# 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

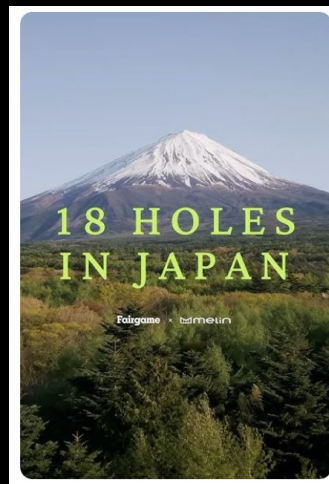
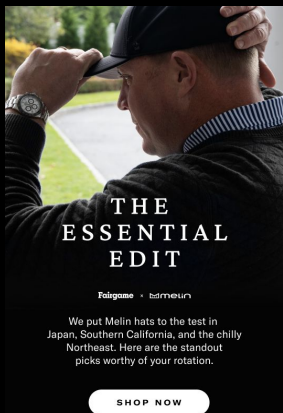
**Jon Overson**  
New Business Development  
jon.overson@daze-media.com  
908.670.8107

**AJ Powell**  
Brand Strategist  
japowell@daze-media.com  
201.961.4102

---

# MELIN

## CASE STUDY



## The Challenge

- ➔ Cultural Credibility in a new category
- ➔ Sustained awareness with a new audience
- ➔ Purchase Consideration

## The Solution

A content-driven partnership built around a 3-part travel log, taking Melin into key golf markets — Japan, Southern California, and New York — to authentically engage a new audience, drive customer acquisition, and build lasting credibility in the 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

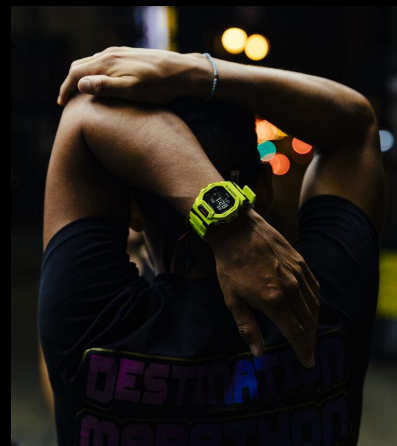
**10+**  
Pieces of Original  
Content

**600k+**  
YouTube Views

**280%**  
Over-Delivery on  
Impressions

# G-SHOCK

CASE STUDY



## The Challenge

- ➔ Drive awareness and purchase consideration for two of G-Shock's newest timepieces inspired by the intersection of sport, art and it's iconic "Toughness" tagline
- ➔ Deliver a library of video + photo assets with licensed usage rights

## The Solution - "Run The Night"

In partnership with Monster Children, we collaborated with artist JC Ro and LA-based running collective BlackListLA for two videos to discuss the intersection of running and art. We start by profiling the artist in his studio and end by visiting one of his murals on Fairfax with 100+ runners, all while highlighting the functionality, durability, and natural integration of G-SHOCK's watches.

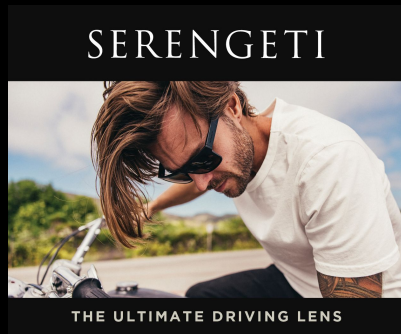
**174k**  
Video Views

**325k**  
Total Reach on Social

**3:40**  
Avg. User Time

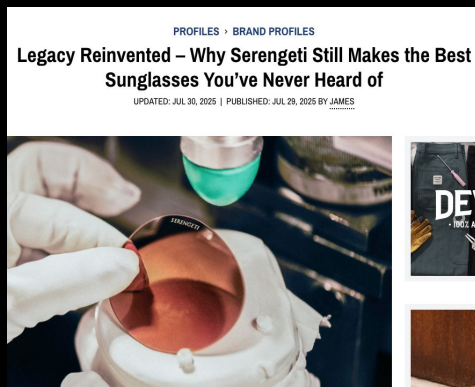
# SERENGETI

CASE STUDY



## The Challenge

- ➔ Raise awareness among younger, design-conscious U.S. consumers
- ➔ Strengthen cultural relevance within style-driven eyewear audiences



## The Solution

Daze-Media identified the Heddels audience as a key target and partnered with them to execute a campaign anchored by editorial storytelling, product deep-dives, and a newsletter-driven giveaway to drive engagement and email data capture.

“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 via Sweeps

**5.9M**  
Impressions Served