FRENCH DUO

CHINA · APRIL–MAY 2027



MEDIA KIT · HOTELS & EXPERIENCES

Your property, seen by *two French* travellers

We create video and photo content about your hotel or experience, ready for your social media and website, in exchange for a stay or an experience for two.

STORY · REEL · 5 PHOTOS

SHOT IN 4K

FR · EN

01 Who we are

Nicolas and Quentin, two Frenchmen who founded French Duo to show China to European travellers.

From 9 April to mid-May 2027 we travel across China, from Hong Kong to Shanghai, to film the most beautiful hotels and the best experiences, the way two friends on a trip would live them.

- **Our audience:** French-speaking and European travellers planning a trip to Asia.
- **Our languages:** French and English, on camera and in voice-over.
- **Our approach:** ready-to-use content for your channels, then, if you wish, boosted on Facebook and Instagram.

02 The offer

You host us, we create content about your property. Your name is mentioned and tagged in our posts.

For a hotel

1 to 2 nights for two people.

For an experience

The experience offered for two people.

In return

One Story, one Reel on our China account and 5 beautiful photos of your property.

The content only costs you the stay or the experience. Boosted content (section 04) is optional, depending on your budget.

03 Deliverables

Simple, polished content, published on our China account and reusable on your side.

Deliverable	Content	Use
1 Story	Instagram Story posted during the stay, your account tagged	Our China account
1 Reel	Edited vertical video, shot in 4K	Our account, and yours as a collab or repost
5 beautiful photos	Hotel, room and dining area, in 4K, retouched	Your website, social media and booking pages

You receive the edited Reel and the high-definition photos. Full usage rights, with no time limit.

04 Option: boosted content on Meta

Once the content is delivered, we can boost the Reel on Facebook and Instagram to make your property known. You choose how many people to reach.

Target reach	Purpose
100,000 people	A first test, first feedback
1,000,000 people	Awareness in one country
10,000,000 people	Broad campaign across several countries

Areas: France only, or all countries.

Budget on quote, depending on reach, countries and duration. Final report with figures: people reached, views, clicks.

05 On site

A light, discreet shoot: two people, one iPhone, no crew, no disturbance for your guests.

1. **Before:** we agree with your contact on the areas to feature (room, restaurant, pool, spa, view).
2. **During the stay:** we film and take photos in 4K on iPhone, in the best light, without filming other guests.
3. **Editing:** we edit the video and retouch the photos.
4. **Publishing:** the Story during the stay, the Reel on our account, and the files sent for your website.

FRENCH DUO

Next steps

If our proposal suits you, here is how we organise it.

1. Let us know if you're interested.
2. We send you our dates; you tell us if they work with your occupancy.
3. You give us an on-site contact to organise everything with.

EMAIL

contact@frenchduo.com

WECHAT · SCAN THE QR CODE

wxid_hdu3mscw9iud12

WEBSITE

frenchduo.com