



ME DIA KIT

The Cara Collective

HEALTH | FASHION | YOGA | TRAVEL |

WWW.CARALISHIOUS.COM

BY CARA-LISA SHAM
health & lifestyle
blogger / digital
influencer / entrepreneur

@THECARACOLLECTIVE



@cara_collective
1.6k



@thecaracollective
40k



@caralishious
12.4k

The Cara Collective

HEALTH | FASHION | YOGA | TRAVEL



PERSONAL PROFILE

Name: Cara-Lisa Sham

Age: 29

Date of Birth: 08/04/1988

Birth place: Johannesburg South Africa

Current location: Johannesburg South Africa

Occupation: Health and Fitness Coach, Entrepreneur, Motivational Speaker, Content Curator, Owner of Caralishious Ice-Cream and founder of the Caralishious Health and Wellness Brand | Qualified Industrial Psychologist

Company: Caralishious

WEBSITE / BLOG

www.caralishious.com

SOCIAL MEDIA

@thecaracollective | @caralishious | @cara.collective
Instagram - 40k | Facebook - 12.4k | Twitter - 1.6k

ABOUT CARA-LISA

Hi there, my name is Cara-Lisa Sham, South African yoga fanatic, health & fitness blogger, social media influencer, vegan health foods entrepreneur, and wanderluster. I have always had a deep love for living life to the full and taking care of my mind, body and soul by doing what I love daily! When I am innovating, I am in my element, which is why I have such a love for creative marketing. As a teen I would spend hours paging through magazines, completely enthralled and utterly fascinated by the advertising and marketing techniques and strategies used by my favourite brands. I would even scrutinise the packaging of my preferred snacks, observing their use of colour and psychological appeal.



My interest in advertising from an early age, coupled with my masters degree in industrial psychology (cum laude) have held me in good stead for truly understanding the deep psychology of advertising, which in turn has helped me to build a brand of my own. In leveraging the nutrition, yoga, fitness and lifestyle components of my life, I have been able to successfully establish myself as a brand in the fitness and wellness market, offering online nutrition coaching services, online recipe and meal plans, pop up healthy brunch and yoga events, and providing my audience with expert nutrition, fitness, lifestyle and travel advice on my blog. I have also been able to expand my brand into the product area with Caralishious low carb, sugar-free vegan ice-cream, which has achieved national distribution in South Africa. The lifestyle that I embrace and share with my audience has made me real to them, has enabled them to connect with me on a more personal level, and has in turn resulted in sincere brand buy-in and long term brand loyalty.

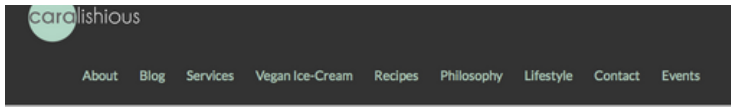
From an online and social media marketing perspective, my brand not only serves as a platform for marketing my own products and services, but also works extremely well as a space to advertise for brands within the lifestyle, fitness, health and travel space - because my audience trusts and values what I have to say. I have always made sure to collaborate with and advertise for brands that align well with the essence and values of my own brand. I do not believe in promoting just anything - rather, the campaigns I like to get involved with are those that integrate seamlessly into the themes and topics that define my platform. I believe in purposeful, well-strategized collaborations that result in great value add for all parties involved.



Building my brand has been a wild ride, and it always brings me such joy to see how far my brand has grown. Over the past 3 years some great career highlights include successfully securing a long term key ambassador contract with Adidas South Africa, which has enabled me to partake in numerous local and international Adidas launch campaigns, featuring on the cover of Fit Life and Get It magazines, being selected as a top 10 finalist for the Womens Health south Africa Next Fit Star Competition, appearing on numerous south African television and radio shows, and providing expert nutrition, fitness and lifestyle content and advice for large publications including Mind body Green, Cosmopolitan South Africa, Womens Health South Africa, Elle South Africa, Glamour Womens Health Germany, IOL, the Sunday Times, independent Newspaper, Cape Argus, Men's Health South Africa, Grazia, and People Magazine to name a few.

GIVEN THE POWER OF INFLUENCER MARKETING, COUPLED WITH THE RAPID GROWTH OF THE SOCIAL MEDIA WORLD, MY ULTIMATE AIM IS TO CONTINUE TO PUSH MY BRAND TO NEW HEIGHTS BY OFFERING A DYNAMIC PLATFORM FOR INSPIRED CONTENT CREATION. I AIM TO PROVIDE BEAUTIFUL CONTEXT WITHIN WHICH HEALTH, BEAUTY, LIFESTYLE, FASHION, FITNESS AND TRAVEL BRANDS CAN PLUG INTO, SO AS TO EXTRAPOLATE BRAND AWARENESS, INCREASE BRAND LOYALTY, AND ENHANCE BRAND CONNECTION.

ABOUT MY BLOG



ABOUT

About The Caralishious blog is my personal health, lifestyle, travel and fitness hub through which I share content that I believe will inspire my audience embrace life and live it to the full! From healthy living tips, nourishing recipes, reviews and workouts, to stories about self-love, exploration, travel and personal growth - my blog is about sharing personal experiences within each of these facets, with the aim of encouraging, big dreams, good health and a happy life for my readers.



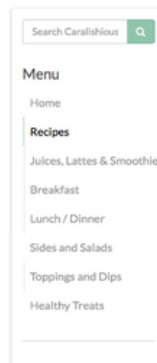
Home to Caralishious

THEME

My blog is multi-faceted, but if I had to pinpoint a specific theme for my blog, I would call it "real and inspired" – regardless of what I am discussing, I believe in being transparent, relatable and honest with my community, but I also want to INSPIRE – for me, the most powerful mark you can leave on this world is to encourage others to live the life of their dreams!



Caralishious Recipes



My recipe collection is all about transforming traditional favourites into healthy

MY APPROACH

Rather than sticking to a fixed strategy for what posts to share and when, I prefer to apply a more authentic approach to my blog, by writing about what is new and relevant in my life at that particular time. I post 1-2 pieces of new content weekly, making sure to keep things interesting by randomising the topic order of my posts to keep my readers intrigued.

Daily Views - 700+
Monthly Views - 20k+
Unique Views - 5k+
Subscribers - 4k+

*Blog stats based on 6 month averages



MY BLOG IS SUPPLEMENTED BY MULTI SOCIAL MEDIA PLATFORMS THAT ASSIST IN DRIVING TRAFFIC TO MY POSTS, AND A MONTHLY NEWSLETTER THAT CIRCULATES AMONGST A GROWING COMMUNITY OF 5000 SUBSCRIBERS. MY NEWSLETTER INCLUDES THE LATEST NEWS AND DEVELOPMENTS ABOUT THE CARALISHIOUS BRAND, PRODUCT AND EXPERIENCE HIGHLIGHTS, EXPERIENCES, EVENTS, FEATURED BLOGS, WORKOUTS AND RECIPES FOR THAT MONTH.

Caralishious.com

HEALTH | YOGA | TRAVEL

TOPICS

HEALTH

LIFESTYLE

FITNESS

INSPIRED SERIES: FT SPECIAL GUESTS

FASHION

BUILDING A BUSINESS

TRAVEL

SELF-LOVE

BEAUTY

PRODUCT AND EXPERIENCE REVIEWS



EVENTS

I believe in creating real-time, in person gatherings with my community to strengthen their loyalty and connection to the Caralishious brand. Therefore, I host regular talks, seminars and events:

RECENT EVENTS

• Superdry SA Yoga • Adidas Runbase Yoga • MovementX Core Workshop • Monthly Yoga Fusion at Jacksons Real Food Market Roof top • Body Love Yoga in association with Virgin ActiveCollection • Body Love Brunch and Yoga in Association with Krunch Café • FNB Wellness and Yoga Day • Weekly Yoga at HR Advance • Adidas Body Brunch Event

RECENT TALKS AND SEMINARS

My talks have included topics such as: • New Age Work Life Balance • Living Off Balance, On Purpose • Sustainable Healthy Living • Media's influence on our perception of food and our body • Body Image • Building a Healthy Relationship with Food • Breaking Societal Norms around Female Body Stereotypes • Healthy Living Made Easy • Taking Responsibility for Our Own Health and Wellbeing • Eating Intuitively Most Recent Corporate Speaking Events: • Santam Women in Insurance • Standard Bank Blue Heels Women's Event • Willis Towers Watson Womens Wellness Day • Cotton On HQ Wellness Event • Body Love Brunch in association with Krunch Cafe

To add further value to my community I also offer products that include ebooks and a vegan ice-cream

EBOOKS

• Caralishious Quick and Easy Meals for Work and Travel Guide • Caralishious Naturally Nourishing Recipe Guide • Caralishious Nutrition & Lifestyle Guide • Caralishious Cleanse & Reset Guide • Caralishious Healthy Gut Guide

CARALISHIOUS VEGAN ICE-CREAM

In association with Pauls Homemade Ice-Cream, I have developed a sugar-free vegan ice-cream that is stocked in numerous stores across Johannesburg, Pretoria and Cape Town. We have also launched in Dis-Chem Pharmacies, and are working on national expansion. New product lines including protein bars and vegan protein powders are currently in development. Flavours: Coconut / Peanut Butter / Coco / Vanilla-Cinnamon / Fit Fuel Protein Hazelnut / Fit Fuel Protein Coffee



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BLOG AND SOCIAL MEDIA STATS



12.4k+

PAGE REACH 50,917
POST REACH 43,900
MALE 7% | FEMALE 93%
*as at 15 Feb 2018



40k+

FOLLOWERS 40k
IMPRESSIONS 70 410
MALE 46% FEMALE 54%
*as at June 2018



1.6k+

IMPRESSIONS 31,400
MALE 43% | FEMALE 47%
*as at 15 Feb 2018

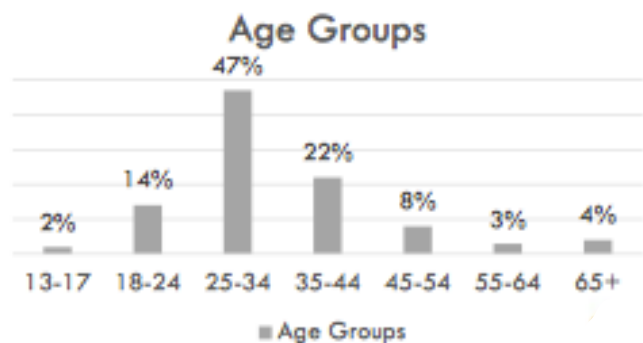
AUDIENCE

My audience across both my blog and social media platforms consist of individuals whose key interests include yoga, travel, health and wellness.

The majority of my audience are between the ages of 25-35, fall within a medium to high LSM, are significantly active on social media and reside in South Africa (50% SA, with the remaining 50% originating from the USA, UK, Australia and Canada).



SOCIAL MEDIA AUDIENCE



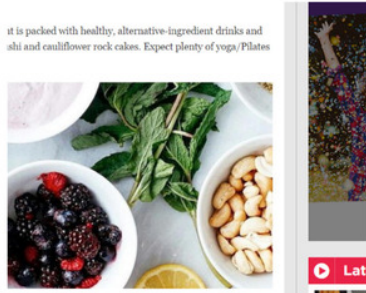
BRANDS I'VE WORKED WITH



- Clarins South Africa
- Virgin Active Collection
- SuperDry SA
- Juiced
- Brookdale Health Hydro
- Sarah Graham
- Greendock.com
- MindbodyGreen.com
- Faithful to Nature
- Vita Coco
- Adidas SA
- Tranquini SA
- Earth Tribe
- Go Water
- Sudio Sweden
- Fruit of the Loom
- Morgan Taylor
- Generosity Water
- Urban Sass
- IV Push
- Happy Socks
- Blendid SA
- Fabulash
- Cotton On South Africa
- Almond Breeze SA
- Fit Bit SA
- Wellness Warehouse
- Faithful to Nature
- Almond Breeze SA
- Superbalist
- Nu SA
- Krunch Cafe



ONLINE & PRINT MEDIA I'VE WORKED WITH



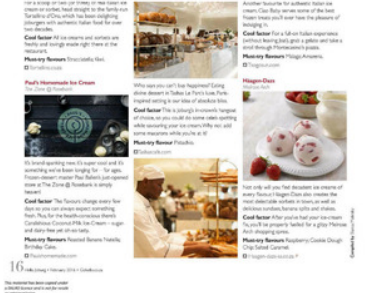
Womens Health Online



Grazia Mag



Get It Mag



Hello Joburg



Grazia Mag



Glamour



Hello Joburg



Essays of Africa



Crush Mag Online

- Womens Health SA
- Womens Health Germany
- Get It Magazine - Cover & Feature
- Grazia Magazine
- Eat out
- Hello Joburg Magazine
- Your Family Magazine
- Crush Magazine Online Fitness Magazine SA
- Finesse Magazine
- Mens Health SA
- Food 24
- Health 24
- IOL
- Womens Stuff
- Drum Magazine
- Glamour Magazine
- Fit life Magazine: Cover & feature
- The Star
- The Citizen
- Essays of Africa
- The Cape Argus Cosmopolitan SA
- Elle South Africa
- Fair Lady
- Perkolate
- Food and Home
- Women and Home
- EOA
- Food and Entertainment
- People Magazine



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CAREER HIGHLIGHTS

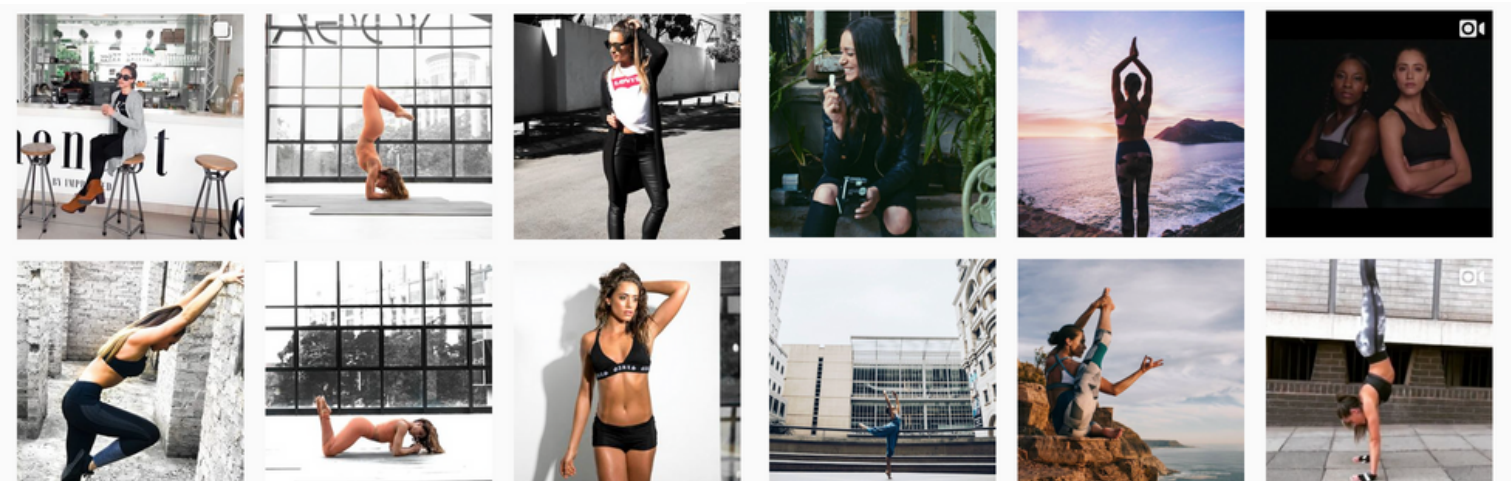
- Successful creation of Body Love Brunch launch with Krunch Café
- Key Ambassador for Adidas South Africa, having been featured in all their major campaigns for 2017 alongside major sports personalities such as Wayde van Niekerk, Siya Kolisi, Cheslin Kolbe, Oliver Kebble, and Akani Simbane.
- Hosted Body Brunch Event with Adidas
- Featured on The Espresso Show
- Yoga Feature and Cooking Segment on Mela South Africa - SABC 3
- Guest on Cliff Central and Touch HD
- Featured on Adidas Global Social Media Pages for International Yoga Day
- Featured on the Adidas Global Website
- Featuring as a key Influencer in the Adidas Women's #starttoday video campaign
- Featured on the Cover of Fit Life Magazine SA, Sandton Magazine and Get It Magazine
- **Featured on the Cover of Essentials Magazine**
- Caralishious Ice-Cream endorsed by Wayde van Niekerk
- Hosted yoga segment for Amanda du Pont's Workout Workshop event with Adidas
- Successful launch of monthly Yoga Fusion Roof top events
- Hosting a Yoga Retreat at Brookdale Health Hydro
- Working in conjunction with FNB to bring their corporate wellness challenge to life
- Top ten finalist for Women's Health Next Fit Star 2016
- Chosen to run the yoga segment for 3000 women at the Women's Health Fit Night Out 2017
- Launch of Caralishious Vegan Ice-Cream into Dis- Chem Stores



thecaracollective Edit Profile ⚙️

847 posts 26.8k followers 2,502 following

YOGA ♥ TRAVEL ♥ LIFESTYLE 📍 t Cara-Lisa Blogger - Wanderluster -Yoga Gal Founder of Caralishious Vegan Ice-Cream Collabs: 📧 cara@caralishious.com
Link to my blog below 📌



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SPONSORSHIP OPTIONS

ALL RATES TO BE NEGOTIATED PER CAMPAIGN

EMBEDDED LINK BLOG POST

Covers: Recipe / Product or Service Review / Embedded Link Blog Post

Includes: Content Creation: recipe creation, cost of ingredients / props required other than those provided by brand, photography, image editing and post compilation,

1 x post: on blog, twitter, Instagram and Facebook, with Instagram and Facebook boosted post included.

VIDEO CONTENT CREATION

Covers: Recipe video / product or service review / general lifestyle and beauty / travel

Includes Content Creation: concept creation, cost of ingredients/product items required (other than those provided by brand) footage capture and editing

1 x shared post: on twitter, Instagram, You Tube and Facebook, with Instagram and Facebook boosted post included.

FITNESS VIDEO CONTENT CREATION

Includes Content creation: workout creation, footage capture and editing.

1 x shared post: on twitter, Instagram, You Tube and Facebook, with Instagram and Facebook boosted post included

IMAGE CREATION FOR SOCIAL MEDIA

Covers: Beauty / Lifestyle / Fitness / Product Shot Posts / Recipes / Travel Content Creation:

Includes photography, image editing, 1 x post: on twitter, Instagram, and Facebook, with Instagram and Facebook boosted post included

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BLOG & SOCIAL MEDIA CAMPAIGN PACKAGE

Includes:

1 x embedded link blog post

3 x social media posts

All content to appear across twitter, Instagram, and Facebook, with Instagram and Facebook boosted post included to ensure reach maximisation.

VIDEO CAMPAIGN PACKAGE

Includes:

1 video or vlog post

3 x social media posts

All content to appear across on twitter, Instagram, You Tube and Facebook, with Instagram and Facebook boosted post included to ensure reach maximisation.

GIVEAWAYS

Facebook Only: – includes 3 posts and Facebook boosted post fee

Instagram Only: – includes 3 posts and Instagram boosted post fee

Facebook and Instagram: – includes 3 posts to appear on both platforms, and Instagram and Facebook boosted post fee

Required: Brand to provide product/s for which the giveaway will focus on so that product can be photographed. Brand to handle product delivery and all associated courier costs to winner

WEBSITE BANNER ADVERTISING

(JPG /PNG ONLY)

PRODUCT/SERVICE AND TRAVEL EXCHANGE

SPONSORSHIPS

Please email Cara directly at cara@caralishious.com for all enquiries pertaining to product, service and exchange travel inquiries

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TESTIMONIALS

This letter serves to inform you about our experience of working with Cara. She has been a massive asset to the adidas brand locally, and has even added to our global yoga story.

Her professionalism and passion is what has made our relationship work, and is a key reason why we will continue our relationship with her. Her story, is a perfect brand fit for adidas Women, and she is an inspiration to our consumers.

It truly has been a pleasure working with her on key products, and I look forward to a long journey ahead.

Please feel free to contact me if you have any further questions.

Brett Burgess
Business Unit Manager – Training
Division
Adidas SA
brett.burgess@adidas.com

It is always a pleasure to work with Cara – she is reliable, cognisant of deadlines and the pressures of the publishing industry, and can offer expert advice.

Sarah Browning-de Villiers
Deputy Editor
Cosmopolitan South Africa

Cara is one of the most dynamic and vibrant figures in the local health and fitness industry at present. Her holistic approach to health, fitness and wellness, which spans exercise, nutrition and mental well-being, is a breath of fresh air amidst the increasingly superficial mainstream trend of quick-fixes, fads and extremes. She is exceptionally knowledgeable and experienced, and practices what she preaches, which is why her comment and opinion will always have a place on the pages of fitness magazine.

Pedro van Gaalen
Managing Editor -
Fitness Magazine SA



Hi there, I'm Lutho Pasiya, a lifestyle multimedia journalist. As a person who is always seeking information on health foods and deliciously simple recipes, Cara-Lisa Sham has been very valuable. If you are looking for the best nutrition tips and holistic living this is the best healthy lifestyle expert to talk to.

Lutho Pasiya
Food and Drink Multimedia
Journalist
Independent Newspapers

We love having Cara as part of the Women's Health family. She was one of our top ten finalists in the inaugural Women's Health Next Fitness Star competition in 2016 and continues to contribute to the brand in many ways. She has created yoga fitness content and healthy food content for our print and digital platforms and led 3 000 women in a sunset class at Fit Night Out Joburg in 2017. She has also been involved in Fit Night Out since its inception, keeping the crowd fuelled with her delicious sugar-free vegan ice-creams.

Wanita Nicol,
Deputy Editor
Women's Health SA





WORK WITH ME



To begin a paid partnership or work with Cara-Lisa please contact **Cara-Lisa** at cara@caralishious.com

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