



A wolfdog sits on a rocky outcrop in a misty forest. The dog has a thick, dark brown and black coat with a white patch on its chest. It is looking off to the left. The background is filled with tall, thin trees and a dense fog. The overall atmosphere is mysterious and ethereal.

LOKI THE
WOLFDog
PRESS KIT 2018



LOKI THE WOLFDog

CONTACT

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LOKI THE WOLFDOG + KELLY LUND

Kelly Lund is an avid outdoorsman, photographer, and owner of Loki. A few years ago, he started an Instagram account for Loki, his adventure dog, playfully logging their everyday life.

A photo of the two sleeping in a hammock together landed on the front page of Reddit, shortly thereafter it was picked up by Bored Panda and BuzzFeed.

Loki shot to Instagram fame and hasn't showed signs of slowing down.

Kelly shares photos of the two traveling across North America, often taking their favorite brands with them along the way. Kelly and Loki can be found backcountry snowboarding in Colorado, on a mountaintop in Canada, or roaming the deserts of Utah. They want to push the limits in the great outdoors of what a human-dog relationship can be, all while capturing photos to share with the world.

SOCIAL MEDIA ENGAGEMENT:



| **Instagram**

1.7 million followers

111,900 average likes per post

900,000 average impressions per post

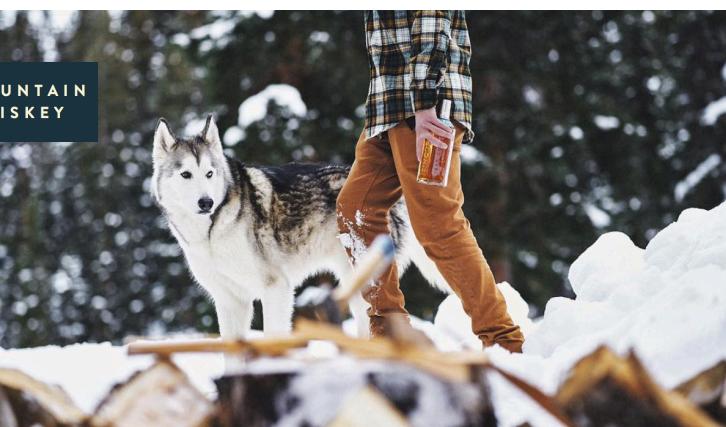
175k reach on stories

30+ million average monthly impressions



160k likes







Clients + Partnerships



GoPro
Pendleton
Eddie Bauer
I and Love and You Pet
Four Seasons
Mercedes
Travel South Dakota
Matador Network
Matchstick Productions
Google
The White House
LL Bean



HUCKBERRY



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MOUNTAIN
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Please enjoy some of our other projects:

VIDEO:

[Loki the Wolfdog](#)

[Wolfgang + Loki the Wolfdog](#)

WORDS:

[USA Today](#)

[BuzzFeed](#)

REFERENCE:

'Kelly is a class-act and very professional. We had about three days from first contact to when he crossed the border to work for South Dakota Tourism, and he was very flexible and ready to dive in to whatever we threw his way. Although Loki is the focal point for Kelly's posts, he did a great job of showcasing the beauty of South Dakota and all it has to offer, from the monumental moments to quirky roadside discoveries. His access to Instagram Insights was very helpful in reporting back to our department leadership and industry partners. Kelly and Loki's reach is incredible! The response we received from this activation was phenomenal.'

When Kelly decided to extend his trip, he was very flexible as I worked with industry partners last minute to make the best of his time in South Dakota. We thoroughly enjoyed working with Kelly and cannot wait to have him back to explore more of South Dakota.'

- Stephanie Palmer, Social Media Manager, Travel South Dakota

