

UGC TRAVEL CREATORS

Vally_Ivy_Around

REAL PLACES. REAL MOMENTS. **REAL STORIES.**



TRAVEL



CONTENT



CONNECTION

WHO WE ARE

We are Valentina and Ivan (Vally & Ivy), a travel couple and visual storytellers passionate about discovering the world together.

We create cinematic, authentic travel content that combines beautiful places, real experiences, emotion and humour.

From hidden gems to spontaneous adventures, we share the moments that make travelling together memorable.

We help travel brands, destinations and tourism businesses showcase their experiences in a genuine and engaging way.

We don't just show the destination. We show the experience of discovering it together.

Let's create something memorable together. If you're looking for authentic travel storytelling that inspires people to experience your destination, we'd love to collaborate.

 **VALLY_IVY_AROUND**



WHY CHOOSE VALLY & IVY AROUND?

1. A REAL TRAVEL COUPLE

We are a real couple sharing real journeys, real reactions and real moments. Our natural chemistry brings authenticity that audiences can connect with.

2. TWO PERSPECTIVES, ONE JOURNEY

Travelling together gives us two personalities, two perspectives and countless ways to tell a story — making our content dynamic and never one-dimensional.

3. OUR SIGNATURE STYLE

We blend cinematic visuals, emotion, humour and spontaneous moments to create content that feels beautiful without losing its authenticity.

4. WE MAKE PEOPLE FEEL THE JOURNEY

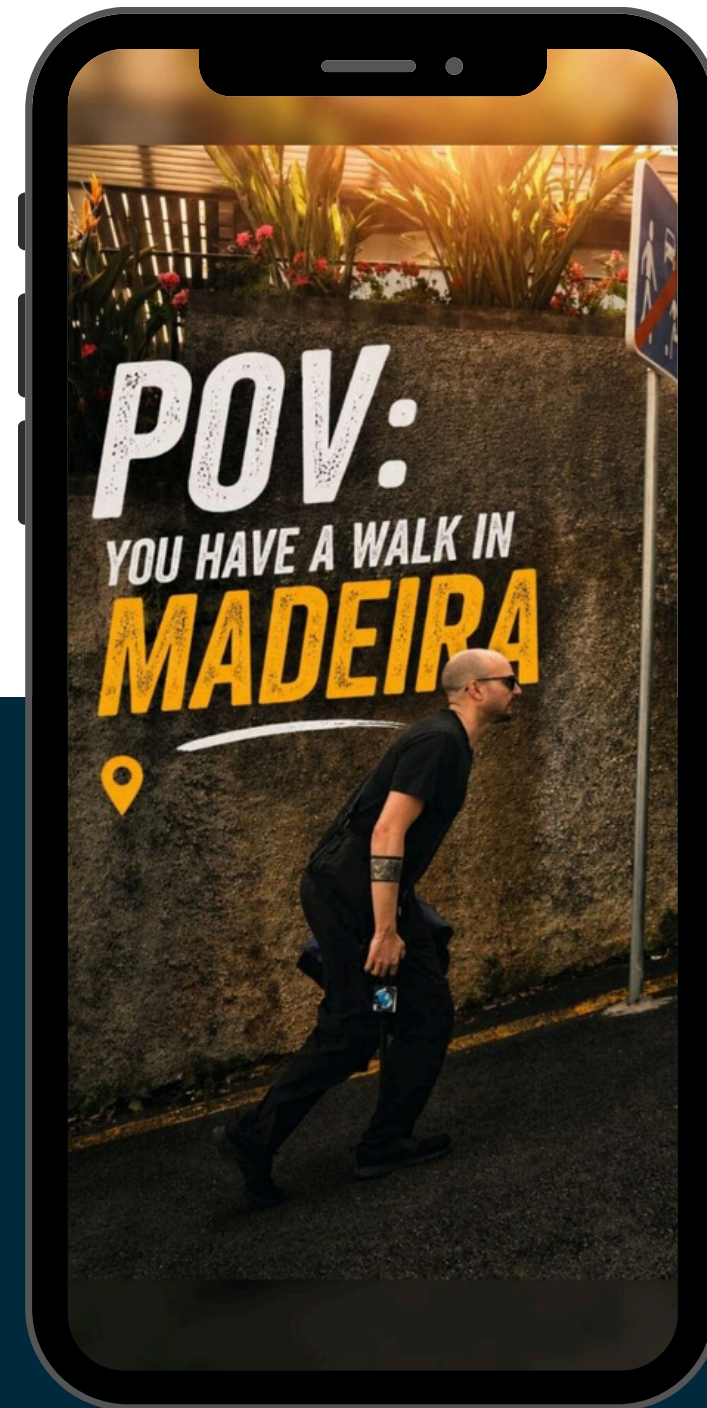
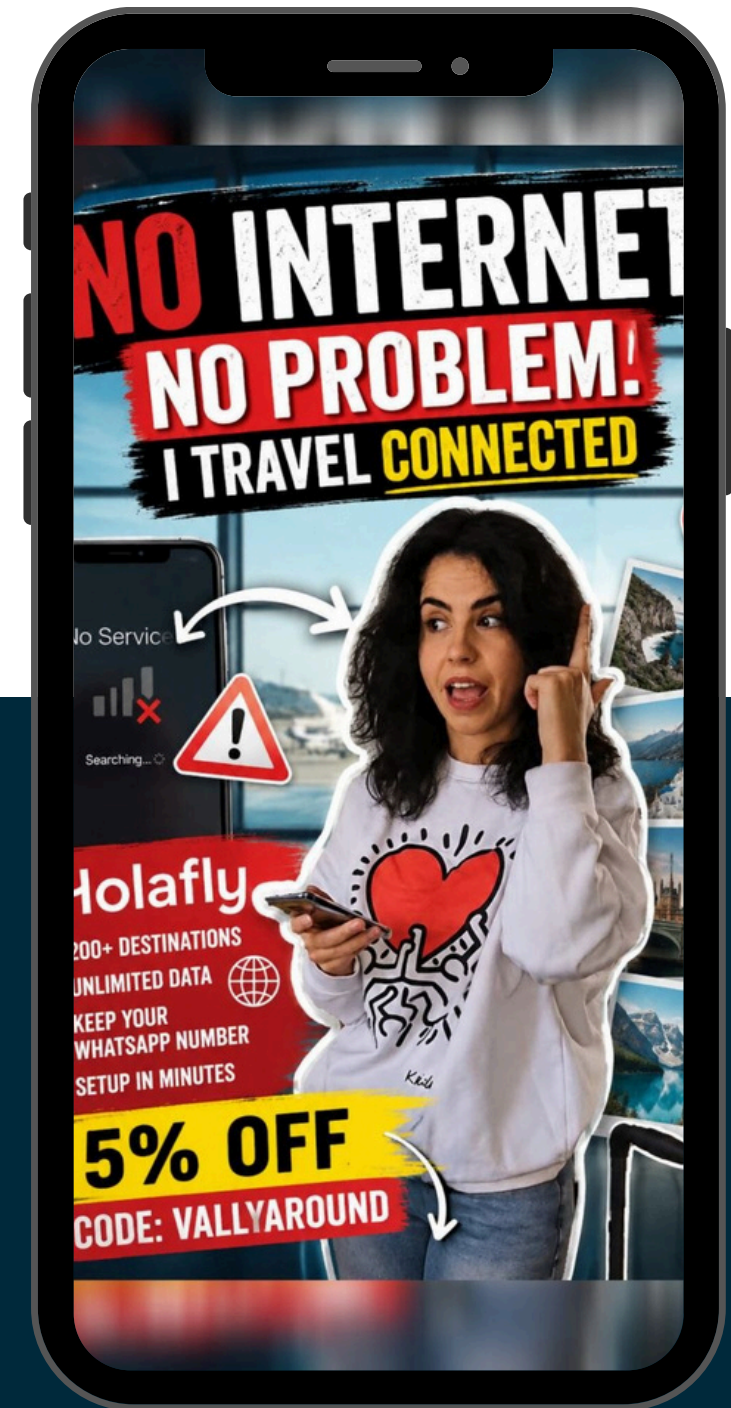
We don't simply show a destination. We capture the atmosphere, emotions and little moments that make an experience worth remembering.

5. TRAVEL IS OUR STORY

Our content is built around our genuine passion for discovering new places and sharing the experiences we have together — making every collaboration naturally part of our journey.



OUR VIDEO



CREATIVE PROCESS

1. Brand & Audience Understanding:

The first step is to fully immerse ourselves in the brand We're working with. We take the time to understand its mission, values, products, visual identity, and tone of voice. At the same time, We research the target audience, who they are, what they care about, and how they engage with the brand. This allows us to create content that feels authentic while staying true to the brand's identity.

2. Brainstorming & Concept Development

Once We have a clear understanding of the brand and its audience, I move into the brainstorming and ideation phase. We develop creative concepts designed to capture attention, connect with the target audience, and communicate the brand's message naturally.

We focus on creating content that feels authentic, engaging, and relatable while remaining aligned with the brand's goals. Depending on the campaign, We explore different formats and creative approaches, including short-form videos, lifestyle content, product demonstrations, testimonials, unboxings, photos, and social media stories.





3. Content Planning:

Once the creative concepts are established, We move on to the planning stage. This includes creating a content schedule and defining the key details for each piece of content, such as locations, props or materials, shooting requirements, and deadlines.

A well-structured plan keeps the creative process efficient and organized while ensuring consistency across all content and platforms.

4. Cost-Effective Content Creation:

Working with a UGC creator can be a highly cost-effective alternative to traditional content production. UGC allows brands to create high-quality, authentic content without the costs associated with large-scale productions. Authentic and relatable content can also help increase audience engagement and drive stronger conversions, making UGC a valuable investment for brands.

5. Organic Growth:

Authentic content has the potential to significantly increase a brand's organic reach. Audiences are more likely to engage with, share, and connect with content that feels genuine and relatable.

By creating content that naturally fits into users' social media feeds, UGC can help brands reach new audiences, build stronger connections with potential customers, and attract new followers and customers organically.

EXAMPLE PHOTOS:





WHY PARTNER WITH US?

We don't just capture destinations — we bring them to life.

As a travel couple and UGC creators, we create authentic, engaging and visually captivating content that inspires people to explore, discover and experience more.

From hidden gems to unforgettable adventures, we turn real travel moments into compelling stories that connect brands with their audience and transform inspiration into action.

Let's create content that makes people feel the journey, not just see it.

LET'S WORK TOGETHER

We are always open to new opportunities and exciting brand collaborations. If you're looking for authentic, engaging, and creative UGC that connects with your audience and brings your brand to life, We'd love to hear from you. Feel free to get in touch via email or social media. Let's create something meaningful, memorable, and impactful together.

We can't wait to bring your next creative idea to life.

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Thank you for taking
the time to explore
our portfolio.

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