



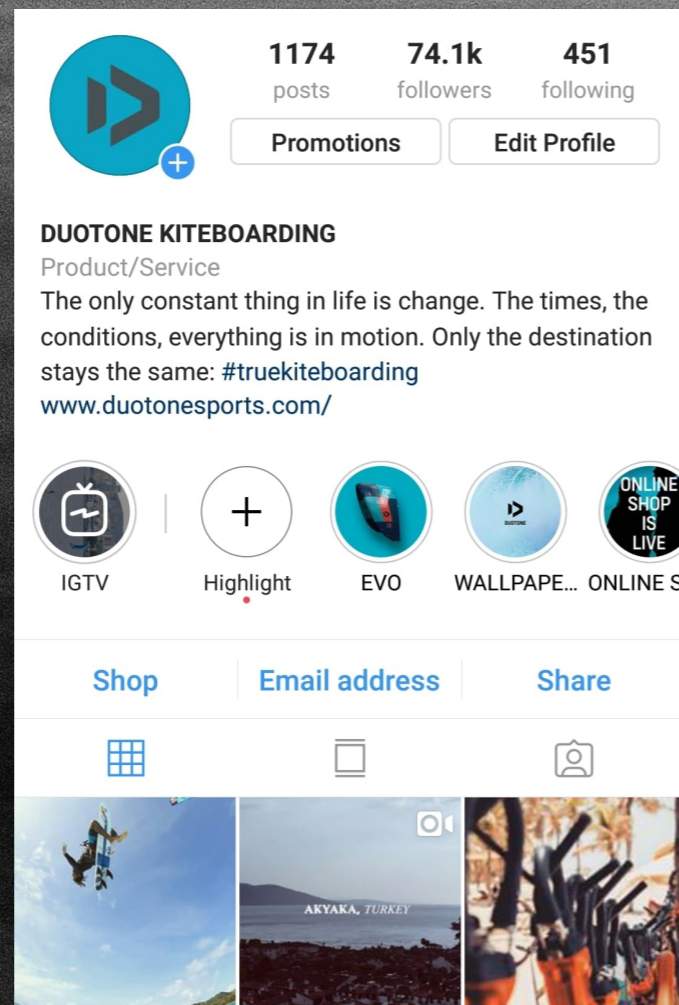
DUOTONE

2019 ATHLETE / INFLUENCERS



SOCIAL MEDIA REMINDER

The official Instagram for you to tag is @duotone.kiteboarding but please also tag your countries agency or distribution. Don't forget to tag on the photo and in the text! Additionally we would like you to use the following hashtags on all of your posts please;



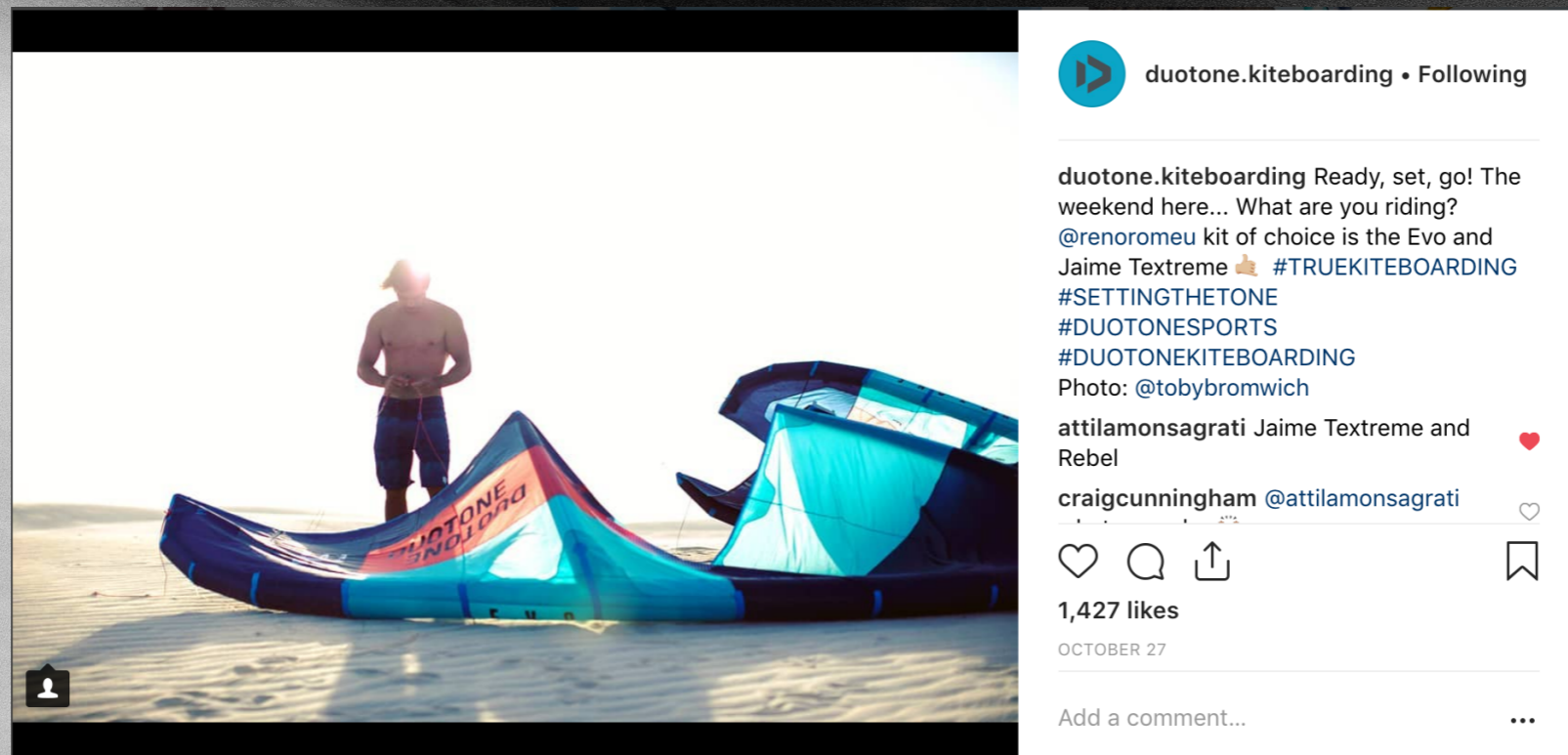
@DUOTONE.KITEBOARDING
#TRUEKITEBOARDING
#DUOTONEKITEBOARDING
#SETTINGTHETONE
#DUOTONESPORTS

DUOTONE x MAKULO

We've been in the trenches, in the air and exploring every puddle of water on this blue planet, day in and day out. We were then the first kites were seen riding downwind from Ho'okipa to Kanaha. We got dragged over the rocks and came back frothing for more! We experimented with two, four and five line kites and developed countless shapes and cutting edge safety bars! Whatever comes to you mind regarding kitesurfing evolution in the past 20 years... we most likely took part in it! Now we are heading into a #NEWERA of marketing with a massive barrage on social media! New video series concepts, new marketing strategies (plus all the rest) and new influencer tools that will definitely help us to continue #SETTINGTHETONE in the kiteboarding world!

Duotone has teamed up with Makulo (software program) to offer our riders the most streamlined athlete portfolio for further sponsorship acquisition and the ability to have all your content in one spot in an interactive format. While at the same time giving the marketing team access to all your best content at the click of a button and the ability to track, evaluate and plan projects with the whole team in real time! Basically at the end of the day it's going to give you an online CV / Portfolio / Athlete PDF that will show all your Travel Plans, Social Media, Comp Results, Magazine Content and much more.

It takes a bit of time (about 20 mins) to setup register and set your profile or if you already have a profile just a few minutes to apply to the campaign. On the campaign Landing Page We have some simple Guided Tutorials ready for you. We'll start with small steps but once you get a handle on it, this software will make this process easier and more efficient for everyone and will turn us into a marketing powerhouse!



WHAT THE NEXT STEPS?

1. REGISTER (Guided Tour #1)
2. MAKE A PROFILE (Guided Tour #1)
3. ADD ACTIVITIES AND SPONSORS (Guided Tour #2)
4. APPLY FOR CAMPAIGN (Guided Tour #2)

CRAIG CUNNINGHAM PROFILE LAST SESSION LAST STORY

SESSIONS GEAR ACTIVITIES TOP 5 MEDIA STREAM FRIENDS

Craig Cunningham OPEN MEDIA GALLERY

16,497 4,975 17,650

I grew up in the Great Lakes region of Canada. In my earlier years, I was very focused on Skateboarding and playing Hockey until I started getting involved in Wakeboarding. From there I saw Kiteboarding and ever since, being in the water has been my passion. Kiteboarding is one of the fastest growing watersports and through it I've been given the opportunity to travel the world competing and working on media projects for the last 8 years for North, Ion and Rockstar!

Although kiteboarding is my specialty I enjoy riding sideways on just about anything! Surf, skate, snow, wake etc it doesn't really matter! Plus any other sport that gets me wired... Paddling, Mountain Biking, Climbing... basically I just love being outdoors, keeping active and staying healthy!

Sponsors: ION (Apparel/Accessories), North Kiteboarding (Sports), Rockstar (Energy)

Sessions Stories Media Achievements Projects

DASHBOARD TRAVEL PLANS STORIES MENU

TRAVEL PLANS WATCH GUIDED TOUR

Map data ©2018 1000 km Terms of Use

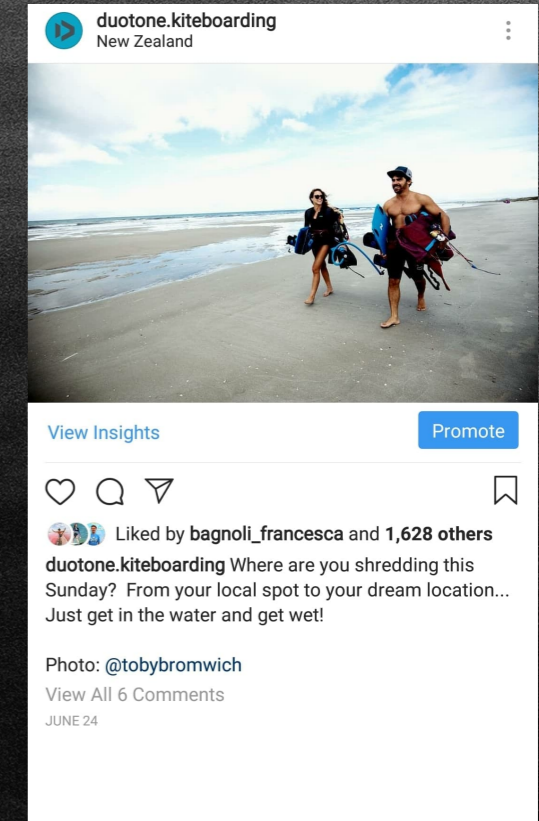
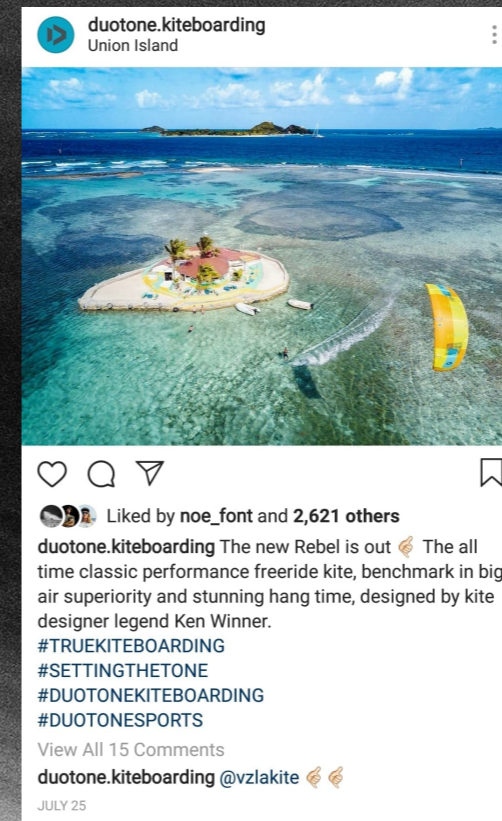
LIST VIEW WEEKLY VIEW EVENTS

TRIP NAME	DATES	LOCATIONS	ACTIVITIES	TAGS	THEMES/STOPS
BELIZE	14 - 21.12.2018	1	🏄🏽	5	THEMES (1)
BRAZIL X10	09.11 - 12.12.2018	1	🏄🏽	4	THEMES (1)
FALL THE GORGE	03 - 07.11.2018	2	🏄🏽 +3	5	THEMES (2)
BRITISH COLUMBIA	26.10 - 03.11.2018	2	🏄🏽 +1	3	THEMES (2)
EURO TRIP	23.08.2018	1	🏄🏽	4	THEMES (1)
KPL SPECIAL	30.07 - 12.10.2018	10	🏄🏽 +1	6	THEMES (20)
PUERTO RICO	16 - 20.07.2018	1	🏄🏽	2	THEMES (2)
ON THE FLY	13 - 27.07.2018	1	🏄🏽	3	THEMES (1)
SPAIN	01 - 15.07.2018	1	🏄🏽	2	THEMES (2)
HOOD RIVER	10 - 30.06.2018	1	🏄🏽 +6	4	THEMES (2)
CAPE HATTERAS	17.04 - 09.06.2018	1	🏄🏽 +2	4	THEMES (2)
BAJA - MEXICO	01 - 17.04.2018	1	🏄🏽 +1	4	THEMES (1)
HOOD RIVER	08 - 31.03.2018	1	🏄🏽 +2	4	THEMES (1)
CANADA	01 - 07.03.2018	1	🏄🏽	4	THEMES (1)

1 2 3 >

POSTING INSPIRATIONS

The best influencers are typically thinking in themes and stories. Good single posts are great but try to think of them as pieces to a bigger picture which is the story your trying to tell. Further down the line we'll get into creating inspiring stories based around a theme but for now have a look through some of these single post inspirations for product integrated shots.



TRAVEL
COMMUNICATION
COMPETE
INNOVATION
LIFESTYLE
STOKE

TRAVEL

Pack, fly, unpack, repack, fly, repeat. It may not be for everybody but you've mastered the art of packing and living out of your boardbag. In the end you know it's always worth it when you arrive at the destination! So lets show the people your favourites spots and give them a look at the best of the best!

 **jeremietronet**
Tobago Cays - Caribbean



 Liked by **coccoluto.gianmaria** and **1,367 others**

jeremietronet The new @duotone.kiteboarding 2019 Neo kite is out and it is a beauty against the perfect clear


 **courtintheact**








 Liked by **aaronhadlow** and **590 others**


courtintheact As long as you go prepared, you will never be lost! 📷 @diratelifeproduction #truekiteboarding

 **craigcunningham**



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 Liked by **alexmaes__** and **787 others**

craigcunningham Here we go #C4eurotrip... #Hamburg has been great but time to leave the @makuloteam headquarters and head to #Cologne to hit up @unit_parktech and @the_bricks! With @colleenjcarroll 🙌 #mercedesbenz_de #GLA #SCOREonTOUR #northkiteboarding #IONcrew #rockstarenergy #makulo #teamLTD

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MAY 2, 2016

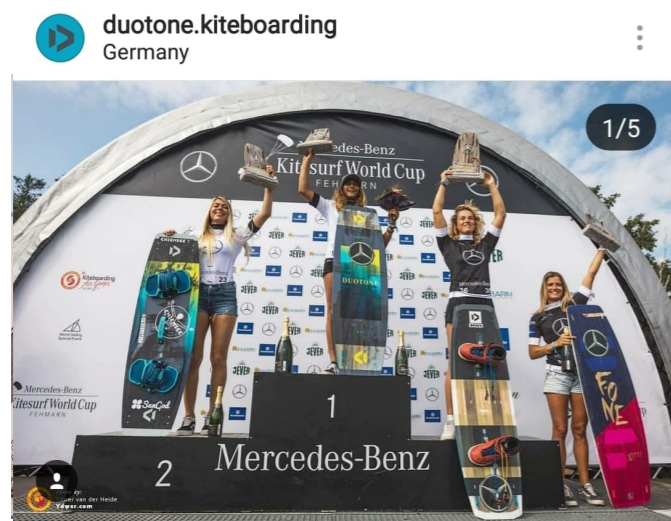
COMMUNICATION

Spending so much time on the road is never easy. So when you do have a chance to spend some time with your best friends and loved ones it's a special moment. On the other hand you end up meeting so many rad people on the road, at demos and events. This is an ode to all good humans and sharing special moments with them!



COMPETE

Your competing against the best in the world and trying to push yourself to the top spot! How do you train, how do you stay fit and what else do you do to stay sane? The “On The Fly” lifestyle isn’t easy but eating healthy and staying fit is essential... what’s your secrets to keeping on top of this while jet setting around the globe?

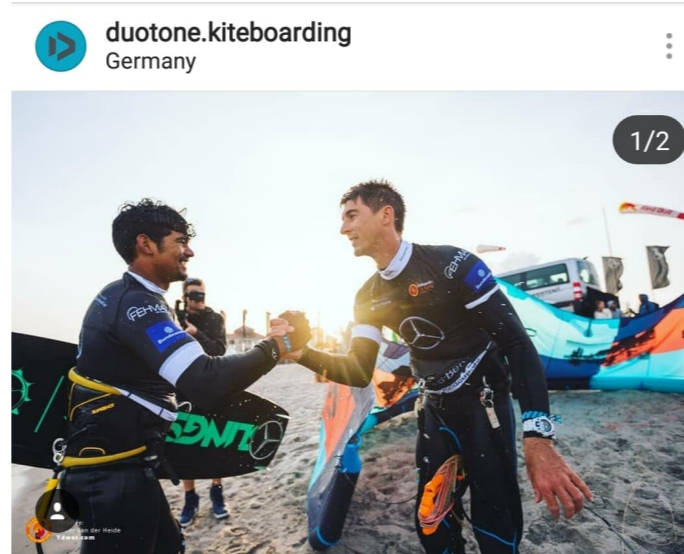


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Liked by [coccoluto.gianmaria](#) and **1,229 others**
duotone.kiteboarding Massive congrats to [@mikaili_sol](#) for winning her first World Championship this past weekend at the [@globalkitesports](#) Air Games in Germany! Hopefully the first of many for the 13 year old ripper! We also need to mention the outstanding performances of [@hannahwhiteleyofficial](#) 2nd and [@pippavani](#) 3rd. While in the men’s division [@aaronhadlow](#) and [@lewisrathernkitesurfer](#) managed 3rd and 4th respectively against a stacked ladder of competitors!



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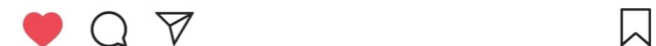
Liked by [coccoluto.gianmaria](#) and **1,774 others**
duotone.kiteboarding Sportsmanship at its finest! [@aaronhadlow](#) has really been giving the next generation a run for their money here in Germany at the [@globalkitesports](#) Air Games... Just letting them know the King is still lurking!

#TRUEKITEBOARDING
#SETTINGTHETONE
#DUOTONEKITEBOARDING
#DUOTONESPORTS
Photo: [@ydwer](#)



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Liked by [coccoluto.gianmaria](#) and **1,181 others**
duotone.kiteboarding Aaand it’s a wrap! [@airtoncozzolino](#) again won the Tarifa Strapless Kitesurf Pro!! Congratulations also to [@matchu_lopes](#) taking a great second and [@mitumonteiro](#) third. Fingers crossed for local [@janmarcosriveras](#) on fourth who unfortunately got injured during his last heat.
#tarifastraplesskitesurfingpro #truekiteboarding #straplessfreestyle


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JUNE 29

INNOVATION

Not a single day goes by without spending time on the water or at least thinking about it. How to push your riding and the products you use is always on you mind. We call ourselves fortunate to call this our job and from the early days until now we are pushing for TRUE progression and there is no end in sight. We don't follow trends... we set them!

duotone.kiteboarding
Maui



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Liked by **matchu_lopes** and **1,101 others**

duotone.kiteboarding Locked and loaded with the new Pro Session coming soon... 🏆 #TRUEKITEBOARDING #SETTINGTHETONE #DUOTONEKITEBOARDING #DUOTONESPORTS

[View All 6 Comments](#)

AUGUST 2

duotone.kiteboarding
Maui



Liked by **artem_garashchenko** and **991 others**

duotone.kiteboarding Shredder to shaper and everything in between... @skysolbach is one talented individual.

Photo: @tobybromwich
#TRUEKITEBOARDING
#DUOTONEKITEBOARDING
#SETTINGTHETONE
#DUOTONESPORTS

[View All 6 Comments](#)

willo_021 Good job guys 🍷💬🔥

duotone.kiteboarding @willo_021 🙌

JULY 17

duotone.kiteboarding
South Africa



Liked by **ingrosso_fabio** and **1,017 others**

duotone.kiteboarding These guys are working day in and day out to bring you the best possible gear on the market... Now get after it and go try that new kit!

#TRUEKITEBOARDING
#SETTINGTHETONE
#DUOTONEKITEBOARDING
#DUOTONESPORTS

Photo: @craigkolesky

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AUGUST 2

LIFESTYLE

“You are traveling the world, flying yourself and seeing all of the most epic spots on the planet... Most people would give a lot to see all the locations you do, so give them a glimpse into your bubble!”

 **renoromeu**
St. Brandon



♥️ 💬 📌

Liked by  **artem_garashchenko** and **1,684 others**

renoromeu Getting ready for another session in #paradise!! @duotone.kiteboarding #TrueKiteboarding #SettingTheTone 📷: @tobybromwich

View All 12 Comments

felipemacedokiteboarding 🙌🙌🙌🙌

| **renoromeu** @felipemacedokiteboarding 🙌🙌🙌

JULY 19

 **duotone.kiteboarding**
Kenya



♥️ 💬 📌

Liked by  **ionactionsports** and **2,593 others**

duotone.kiteboarding Would you send it? @paulanovotna has been exploring Kenya on the 2019 Dice!

#TRUEKITEBOARDING
#SETTINGTHETONE
#DUOTONEKITEBOARDING
#DUOTONESPORTS

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ma.grasso Watamu, is it?...

| **duotone.kiteboarding** @ma.grasso yes!

AUGUST 4

 **hannahwhiteleyofficial**
Fehmarn - Südstrand



♥️ 💬 📌

Liked by  **mikaili_sol** and **1,602 others**

hannahwhiteleyofficial Competition day! ⚡ Really enjoy competing. Made it to the final 🥳 Excited for tomorrow 🔥 @globalkitesports 📷: @ydwier #GKAGermany18 #GKAAirGames #GlobalKitesports #kswc #kitesurfworldcup #chiemsee #prolimit #sungod #duotone

View All 15 Comments

paulanovotna ❤️🙌 rock it!

franksay 💕💕💕💕💕💕💕💕

AUGUST 26

STOKE

“This blue spec in our solar system called Earth is full of adventures and experiences. So many spots to explore and people to meet, how couldn't you be stoked? Spread it around... it's contagious!”

 **bagnoli_francesca**
Dakhla Spirit Camp



❤️ 💬 🚩

 Liked by **coccoluto.gianmaria** and **700 others**

bagnoli_francesca Enjoying so much these sunny and windy days! 🌞🌬️ #dakhla #wkcdakhla #worldkiteboardingchampionships #kite @duotone.kiteboarding @ionactionsports @nfsport_ @kitesurfing.it @ortopedical.housesrl @life_in_boots @duotone.kiteboarding.italy

View All 6 Comments

coccoluto.gianmaria ❤️❤️

5 DAYS AGO

 **matchu_lopes**
Indonesia



❤️ 💬 🚩

 Liked by **acriere** and **1,866 others**


matchu_lopes Indo selfie 😊😁


⋮

 @gopro

⋮


@duotone.kiteboarding
@ionactionsports
@hero.polska #goprooftheday
@gopro #gopro #hero6

 **duotone.kiteboarding**
St. Brandon



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❤️ 💬 🚩

 Liked by **coccoluto.gianmaria** and **1,632 others**

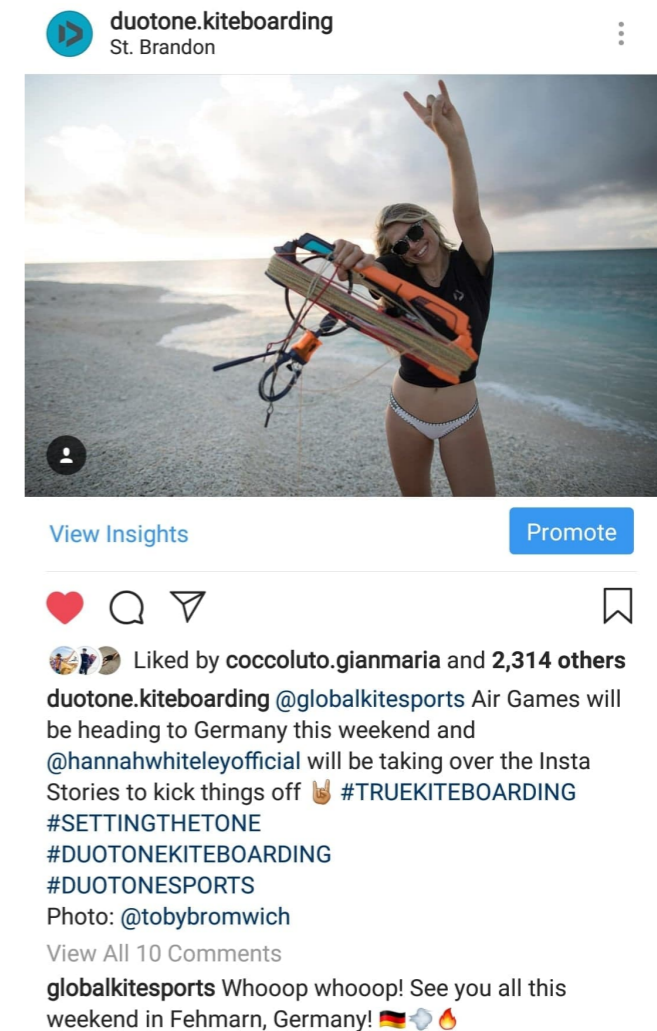
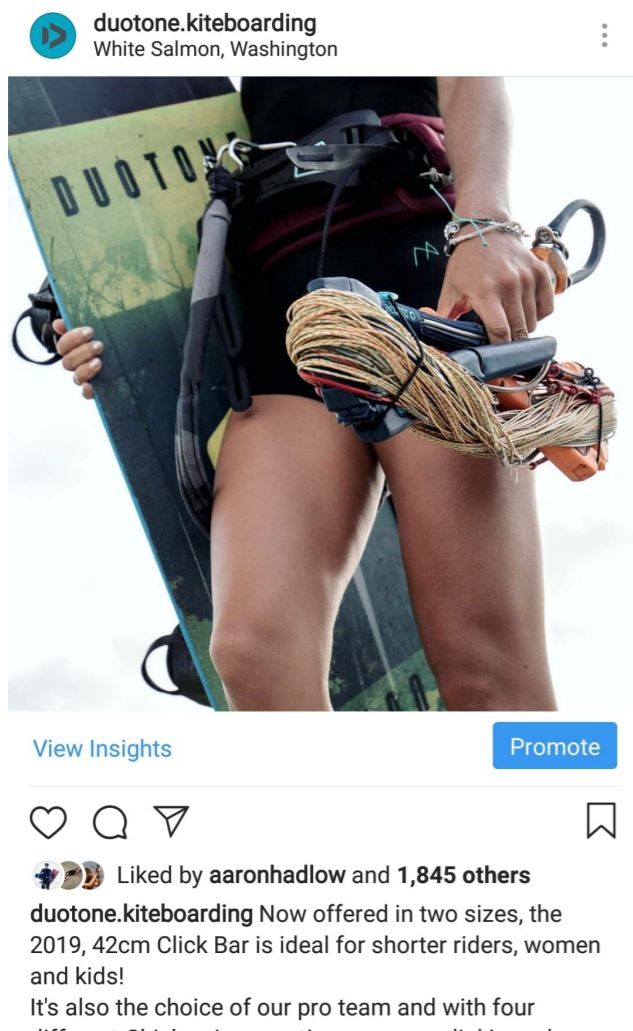
duotone.kiteboarding It's the weekend and hopefully it's windy at your local spot! If not take a minute and watch our Instagram a story today because we're giving away a 9m Rebel! #winarebel #TRUEKITEBOARDING #SETTINGTHETONE #DUOTONEKITEBOARDING #DUOTONESPORTS
Photo: @tobybromwich

View All 3 Comments

niniaricot Can't wait to trv the neo 🏆🌊👏👏

OBVIOUS PLACEMENT

There are basically two different types of product placement. Obvious Placement where the product is the main focus of the content and Discreet Placement where the product is visible in the photo but is not the main subject. Or where the product is not shown at all but the text insinuates that the product was used. Obvious Placement is pretty simple. For example placing the product straight in front of the lens. These shots are great for product releases or new kit that you're really stoked on! See the photos below for an example. You can just make a photo while walking to the spot or setting up on the beach and include some text about how the product being an essential when it comes to your riding. Pretty standard but useful content!



DISCREET PLACEMENT

You are still trying to place the product in as many of your photos as possible. Discreet Placement is preferred over Obvious Placement and especially when the product is still included. For example having the Duotone product at the spot but you are doing something else rather than just placing the product, it's visually there but not the main focus of your photo. In the first example below Stefan hanging out on the wall, looking in his bag for something is the main focus and the bag is secondary. In the next example, the dog Airton is petting and that interaction would be the main focus and the Duotone product he is holding is visually there but not the main focus. You get the point... try to include your products into your feed but in a less in your face sort of way and more in a way where they are a part of you and enhance your experience in life!



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Liked by coccoluto.gianmaria and 641 others

duotone.kiteboarding Have you checked the Duotone Online Shop? Apparel and Spares up for grabs!

#TRUEKITEBOARDING
#SETTINGHETONE
#DUOTONEKITEBOARDING
#DUOTONESPORTS

Photo: @tobybromwich

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OCTOBER 3



Liked by bastihab and 1,579 others

airtoncozzolino Look what I found, my friend mamona from #peru 😊 // #tb @northkiteboarding @ionactionsports #photoshooting

[View All 12 Comments](#)

JUNE 3



Liked by stefanspiessberger and 769 others

manuelajungo My Microritual before every kite session is a good Warm Up. My Warm Up Routine is a combination of cardio and stretching exercises. The cardio exercises are designed to increase circulation as well as body temperature and bring the heart rate up, while stretching warms the muscles and prepare them for the movements on the water. Create your own Warm



DUOTONE

THANKS FOR YOUR TIME!

