



Techfluence Campaign Pre-Brief for Evapolar Personal Coolers

Campaign Contact: Barry Myers – barry@techfluence.us

Campaign Overview:

- **Objectives:** 1) Brand Exposure, 2) Sales Conversion
- **Timeline:** Videos should be posted before July 4th.
- **Compensation Requests:** Considered on a case-by-case basis.
- **Product Compensation:** YES
- **Disclosure Required:** YES
- **Affiliate Marketing:** YES – via your own program or via abode with a discount for viewers.
- **Products for Giveaways:** YES – winners can live anywhere.

Preferred Video Types: Evapolar is primarily interested in unboxing videos and lifestyle integrations or roundups such as top 10 lists, energy saving tech, gaming or work from home setups, etc. There are a lot of possibilities so please feel free to come up with your own.

Product Descriptions:

1. evaCHILL (\$99.00 USD) Evapolar's most lightweight and energy-efficient air cooler with a handle and one-button control. Product Page: <https://evapolar.com/evachill-ev-500/> / <https://gtgkd.co/evaCHILL> (Amazon)

2. evaLIGHT plus (\$149.00 USD) Air cooler with full-spectrum LED backlight, removable water tank, and control wheel. Product Page: <https://evapolar.com/evalight-plus-ev-1500/> / <https://gtgkd.co/EvaLIGHT> (Amazon)

3. evaSMART (\$229.00 USD) Smart home compatible air cooler with touch screen, night mode, and mobile app. Product Page: <https://evapolar.com/evasmart-ev-3000/> / <https://gtgkd.co/EvaSMART> (Amazon)

Additional Links:

Product Video: <https://www.youtube.com/watch?v=Ftrnsw5kU9c>

Product Comparisons: <https://support.evapolar.com/hc/en-us/articles/360001849879-How-are-the-three-devices-different>

Company Overview: Evapolar is an international vendor of personal microclimate solutions based in Cyprus. It was founded, in 2015 by two engineers - Vladimir Levitin and Eugene Dubovoy - to challenge the AC industry by asking the question whether it is always necessary to waste energy cooling a whole room, or is it sometimes better to have your own personal cool zone exactly where you need it. Today, people in 92 different countries are experiencing the benefits of Evapolar Air Coolers.