



SPRING | SUMMER 2026

Win Your Wedding

BRÖLLOPS
GUIDEN

MORE THAN JUST A CONTEST

WWW.BROLLOPSGUIDEN.SE

Win Your Wedding

This is not just a competition. It is a strategic platform where reach, data and conversion come together and where brands gain **maximum visibility** within the exact right audience. Every year, we engage **tens of thousands of couples** through a carefully designed flow where participants move between **Instagram, Podcast, Website** and targeted **Advertising**.

We leverage our own channels and invest our **annual media budget** across Meta, Google, and TikTok to drive traffic. The result is a **continuous stream of traffic, new followers and interactions**, all directly connected to our partners.

It's not just about the winning couple. It's about the **thousands who participate** – the ones who actively click, save, follow and plan their wedding.

They encounter your brand at every stage of the journey through content, DM flows, and campaigns that run over several months. That's where visibility turns into **real business opportunities**.

10.3K Participating Future
Brides & Grooms

83.8K Views on the
Competition Page

34.7K Clicks to
Partner Websites

393K Views on Our
Competition Reel

5-8K New Followers per
Partner Brand

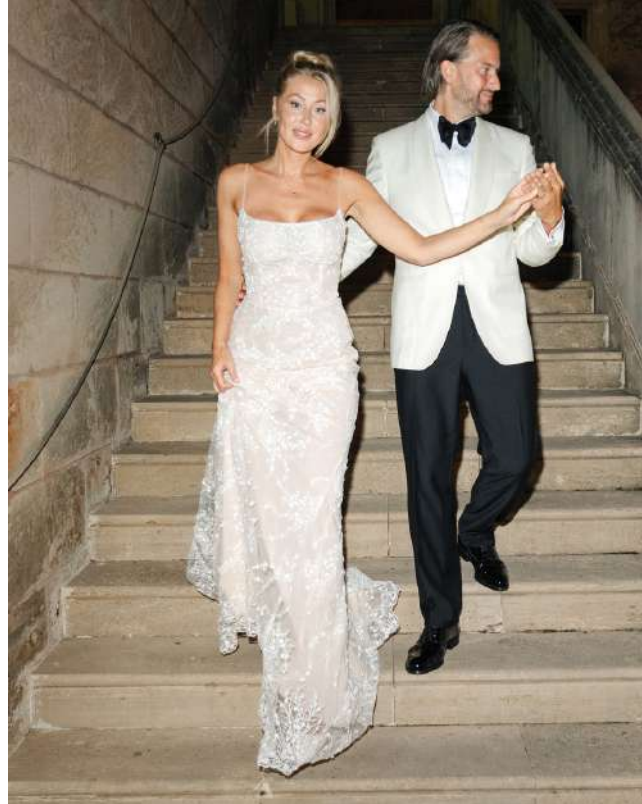


All Eyes on You

Podcast, newsletters, social media and advertising – we create a **cross-channel presence** with both reach and precision, where your brand appears in exactly the right context.

On **Instagram**, you meet couples through engaging Reels, in Stories where they actively seek inspiration, and in content where you are a natural part of their feed. From there, couples are guided to an optimized **sign-up page** where they register their details – generating over **80,000 page views** in our latest campaign. Here, we collect *names, email addresses, phone numbers* and *wedding year* from every participant. With over **10,000 participants** and a completion rate of 70–80%, we build a strong and continuously growing database of highly engaged couples – now exceeding **33,000 active subscribers**.

In the **podcast** and **newsletters**, the presence continues, with your brand integrated into content that is already relevant and in demand. It's not just visibility, it's long-term connection with an audience ready to act.



The Impact Lies in the Details

Being a partner in Win Your Wedding is not just about reach – it's about how that reach is converted into **real impact**. We generate the flow of *traffic*, *followers* and *engagement*, but it's in the interaction with the audience that the value is maximized.

Immediately after signing up, participants receive a personal welcome email **guiding them to our partners**. To take part, they are required to *follow you on Instagram and visit your website*, creating **immediate and measurable growth**. In our latest campaign, partners gained an average of **5,000–8,000 new, highly relevant followers**.

A Journey That Converts

The couples' journey continues through questions that guide them directly to your website. To answer, they need to actively explore your offering, resulting in over **34,000 direct clicks to our partners**. It's not just about being seen, it's about being understood and chosen.

At the same time, the presence is sustained through *podcast*, *newsletters* and *social media*, where we continuously **highlight you as a partner**. This is not a short-term campaign, but a long-term investment where couples get to know you over time, from the first click to the final decision.



Win Your Wedding

A presence that can't be missed, where the effect becomes an **always-active campaign**, ensuring your brand never disappears from view. Couples encounter you in their feed, in their inbox, in the podcast and when actively searching for vendors. This kind of consistent, repeated exposure is what truly builds a brand and places you top of mind when it's time to book.

All Participants *Must*

- **Follow all partners on Instagram** - Generating thousands of new followers directly to your channel, couples you can continue to engage and convert over time.
- **Click through to each partner's profile** - To find the answer to a question, generating qualified traffic directly to partners' websites.
- **Actively engage with questions connected to your brand** - Ensuring that every couple actively seeks out and engages with your specific offering.

As an *Exclusive Partner*, You Gain

- **Full presence and exclusivity within your category** throughout the entire campaign.
- **New followers** that you own and can build a long-term relationship with.
- **Visibility** across all our major channels over an extended period of time.
- A place within what has become the industry's **most effective marketing machine**.

The result is not just reach, but a direct connection between your brand and the next generation of couples. A presence that is difficult to replicate on your own and one that **continues to deliver impact** long after the campaign has ended.



Price & Package

Target Audience

- Couples planning weddings in 2026, 2027 & 2028
- Primarily women aged 23–48 (80% women & 20% men)
- Key decision-makers in the wedding planning process

Price List

For pricing information and a detailed partner package, please contact:

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The composite image illustrates the digital presence of BröllopsGuiden. At the top, a laptop screen shows the website's homepage, featuring a magazine cover for 'BRÖLLOPSGUIDEN SUMMER SS'26' and the headline 'Skandinavien's Guide för det Moderna paret'. Below the laptop, a smartphone displays the mobile app interface. At the bottom, a social media dashboard for 'BröllopsGuiden' shows a 'Professional dashboard' with '1.1M views in the last 30 days'.



Want to Become a *Collaborating Partner?*

Win Your Wedding | Spring 2026

Planning for the next edition is already underway and we are now looking for partners ready to truly take their place.

Exclusive brands within each category who want to own their niche and partners who aim to reach at scale, with the right tone and directly to the audience that truly matters.

Bölleppsguiden