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## MEDIAKIX OVERVIEW



**COVID-19 CUSTOMER LIFESTYLE.**





**Customer lifestyle has changed dramatically in response to COVID-19**



A woman with long blonde hair is sitting in a brown leather tufted armchair. She is wearing a white turtleneck sweater and blue jeans. She is looking out a large window to her right. The window shows a view of a city street with buildings and trees. The lighting is soft and natural, coming from the window. The overall mood is contemplative and serene.

**People are feeling isolated, looking for ways to stay connected, healthy and entertained.**



# CURRENT STATUS.

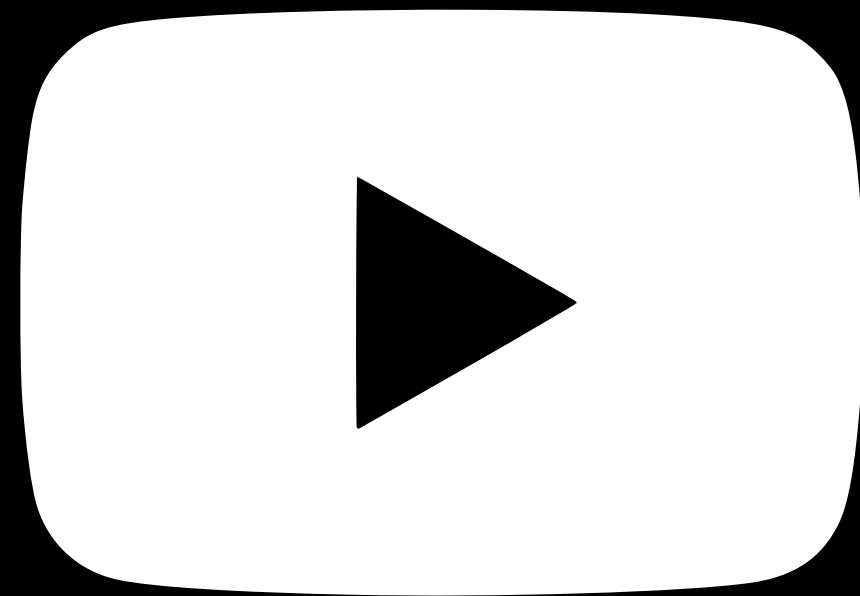
Customer behavior has shifted to an “at-home” economy.

- People are staying indoors and quarantined from their usual activities (gym, restaurants, bars, work, movie theaters, etc).
- People are spending more time virtually connecting with others via social media, video calls, or other internet-enabled devices.
- People are looking for entertainment, cooking and fitness recommendations to help them adjust to the new normal.
- In-person events and congregations of more than a few people are banned across the US in an effort to curb the spread of COVID-19.



# SOCIAL MEDIA CONSUMPTION.

Consumer behavior changed dramatically in March as consumers turned to social media for entertainment and distractions while at home.



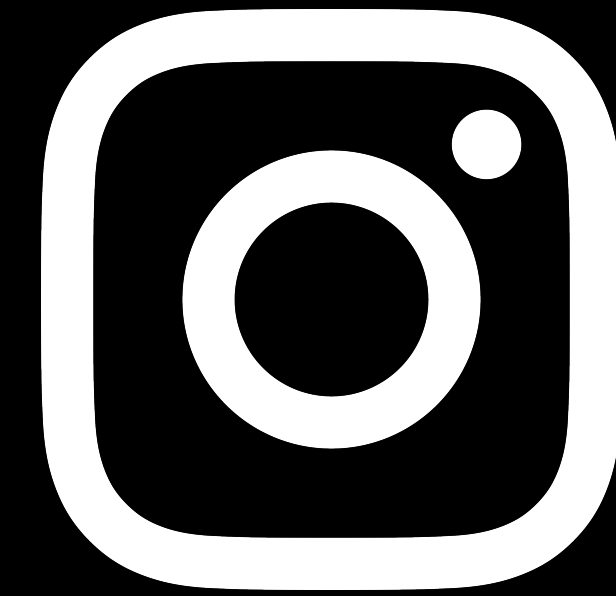
**+20-30%**

Estimated Increase in  
Engagement on YouTube



**+27%**

Increase in Engagements  
on Sponsored Videos



**+76%**

Increase in Number of  
Likes on Sponsored Posts

Source: Business Insider. "Influencer marketers say sponsored Instagram posts have had views, likes, and comments sharply increase the past 2 weeks."



# CONTENT CONSUMPTION.

In March, some YouTube content categories have seen a spike in demand while people are social distancing compared to the same time last year.



**+63%**

Increase in Video Views for  
Health & Fitness Content



**+29%**

Increase in Video Views for  
Arts & Culture Content



**+20%**

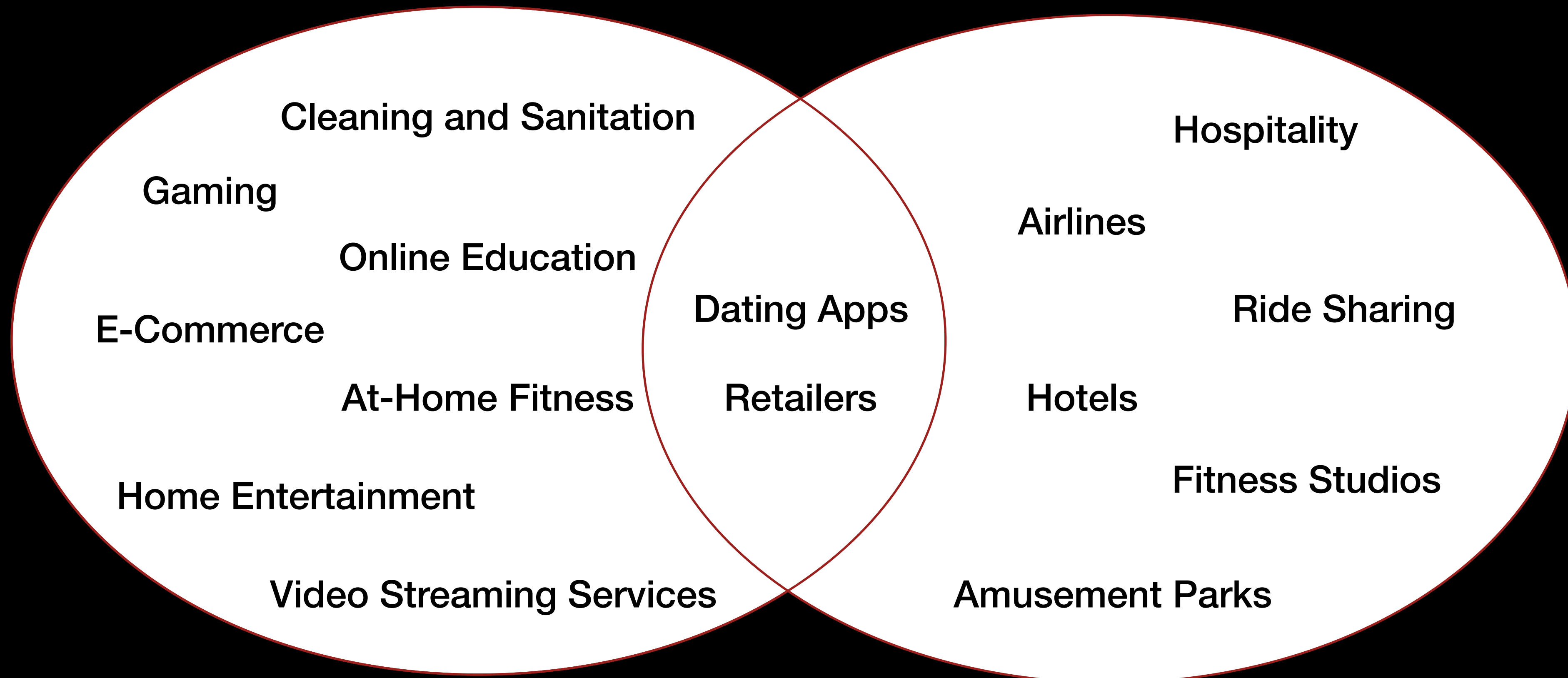
Increase in Video Views for  
Sports Content

# THE NEW “AT-HOME ECONOMY”.

Particular categories of brands are more relevant to the at-home economy, and are therefore boosting their customer acquisition efforts as a reaction to the increased demand. Other brands have seen a drop in usage/sales and have shifted their marketing efforts to a higher focus on positive PR or customer retention. Some brand types may fall within both categories.

## CUSTOMER ACQUISITION

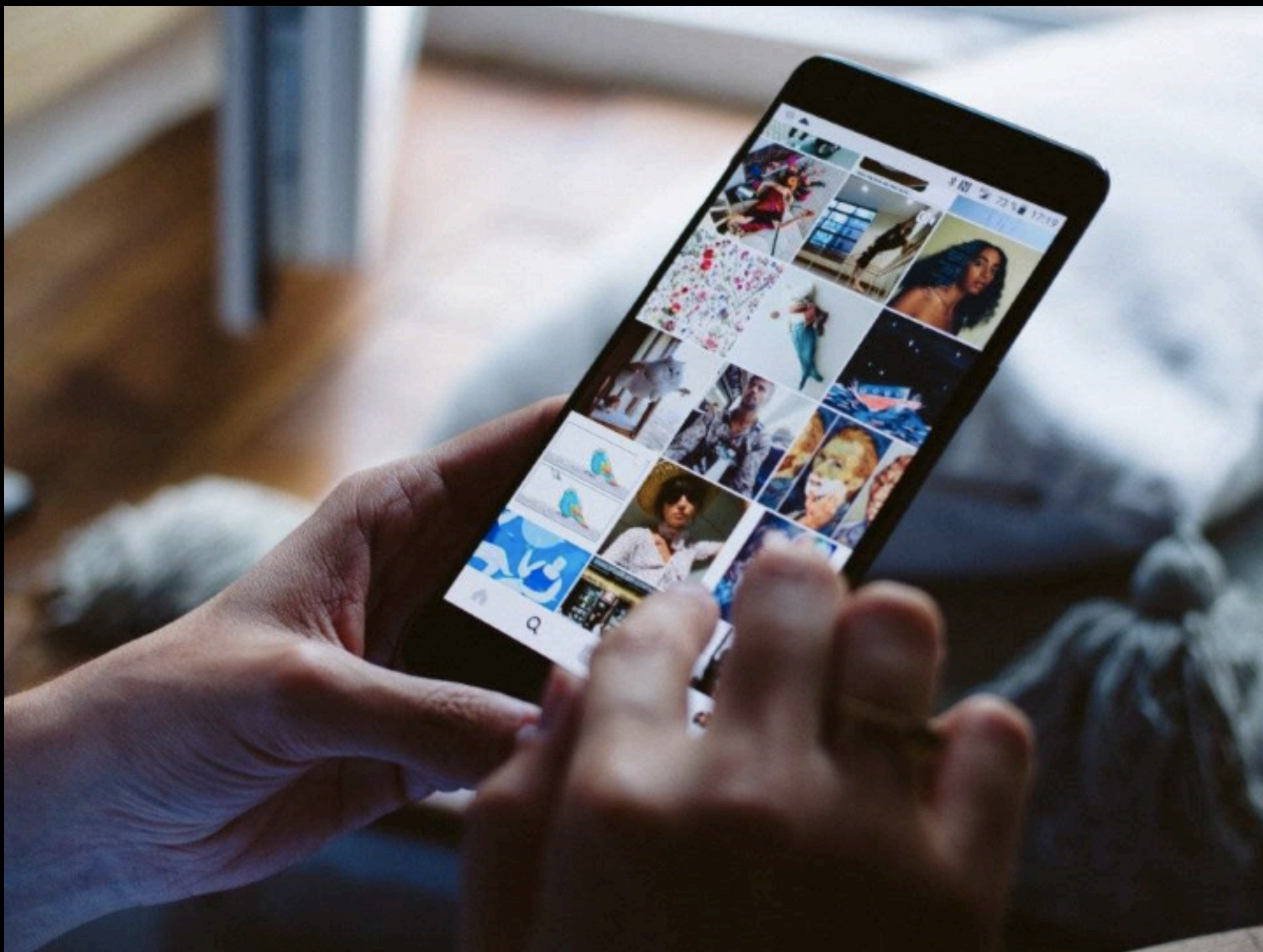
## CUSTOMER RETENTION/PR/EDUCATION





# WHAT AUDIENCES ARE SAYING.

Influencers have utilized their social platforms to ask audiences what they would like to see during the uncertainty of COVID-19. They found that many viewers are looking for brand recommendations that are relevant or helpful to them or their community during this pandemic, such as:



- Meal Delivery Services can promote delivery to avoid physically entering stores.
- Food Delivery can promote new contactless delivery options.
- Video streaming services can ensure seamless communication with co-workers when working remotely.
- Clothing companies can shift to lounge & athleisure wear.
- Entertainment brands can promote streaming services.
- Gaming companies can promote new releases and at-home gameplay.
- Any company offering charitable donations to help those affected by COVID-19.



# INCREASED SHIFT TO VIDEO CONTENT.

Influencers are creating **50%** more video content, presenting an opportunity for brands to integrate into future content.

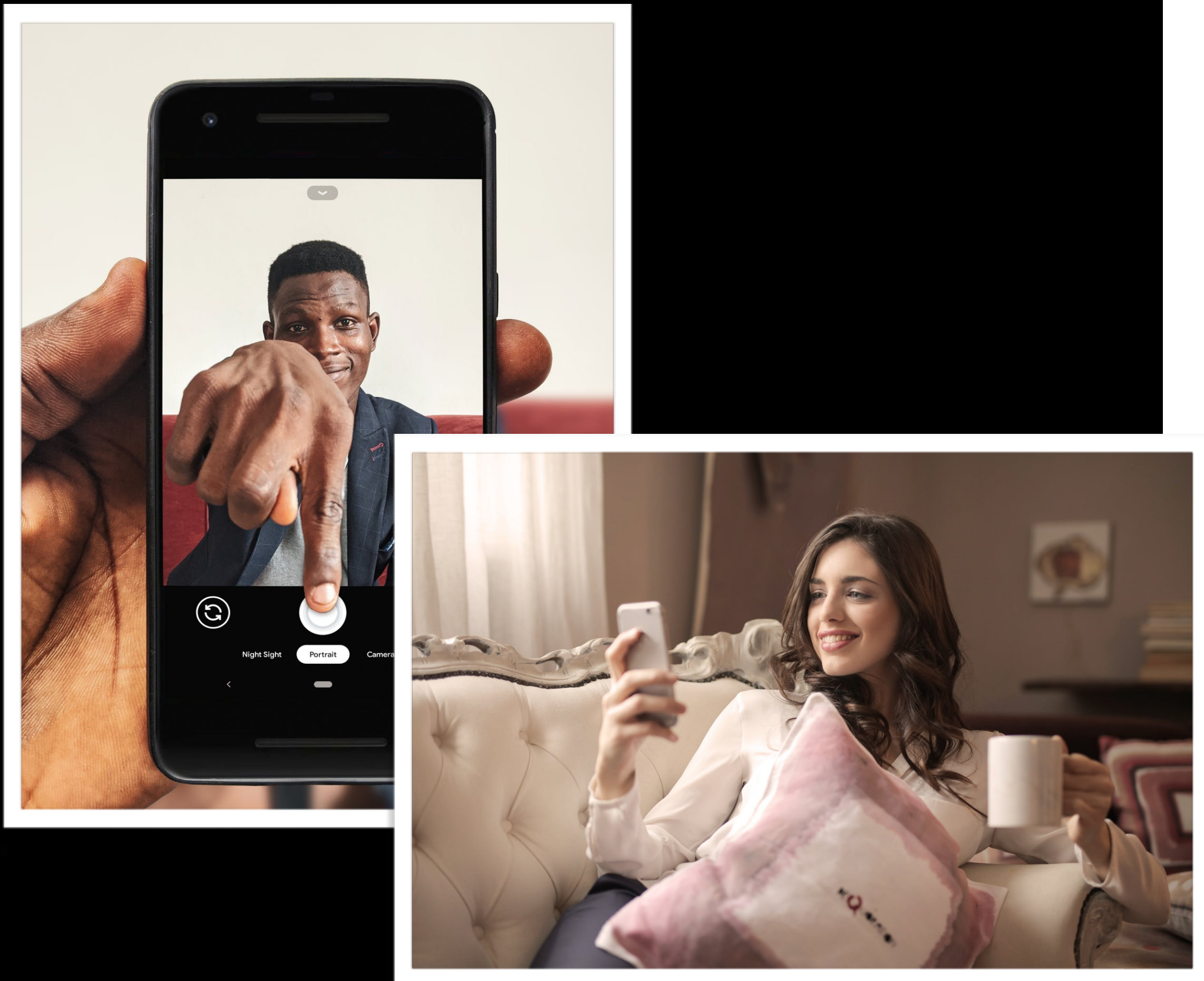


- **87%** of Influencers are doing more online shopping for themselves and their family in the days to come:
  - **92%** Groceries and household essentials
  - **83%** Health and beauty products
  - **62%** OTC medicines and supplements
  - **56%** Games, Toys and Kids' activities
  - **54%** Clothing and footwear
  - **51%** Home Improvement

**WHY INFLUENCER MARKETING?**



# WHY INFLUENCER MARKETING?



## REACH DEDICATED AND ENGAGED AUDIENCES ONLINE

- Influencers have millions of followers who are actively engaging on their phones and laptops, consuming digital organic content in a natural state.
- Audiences are choosing to follow influencers' content vs. other types of advertising that audiences are not seeking out.
- Followers are passionate about what these influencers have to say, following their daily routines and content uploads.
- Online-exclusive experiences with influencers can make people feel just as connected as in-person or event-based initiatives.

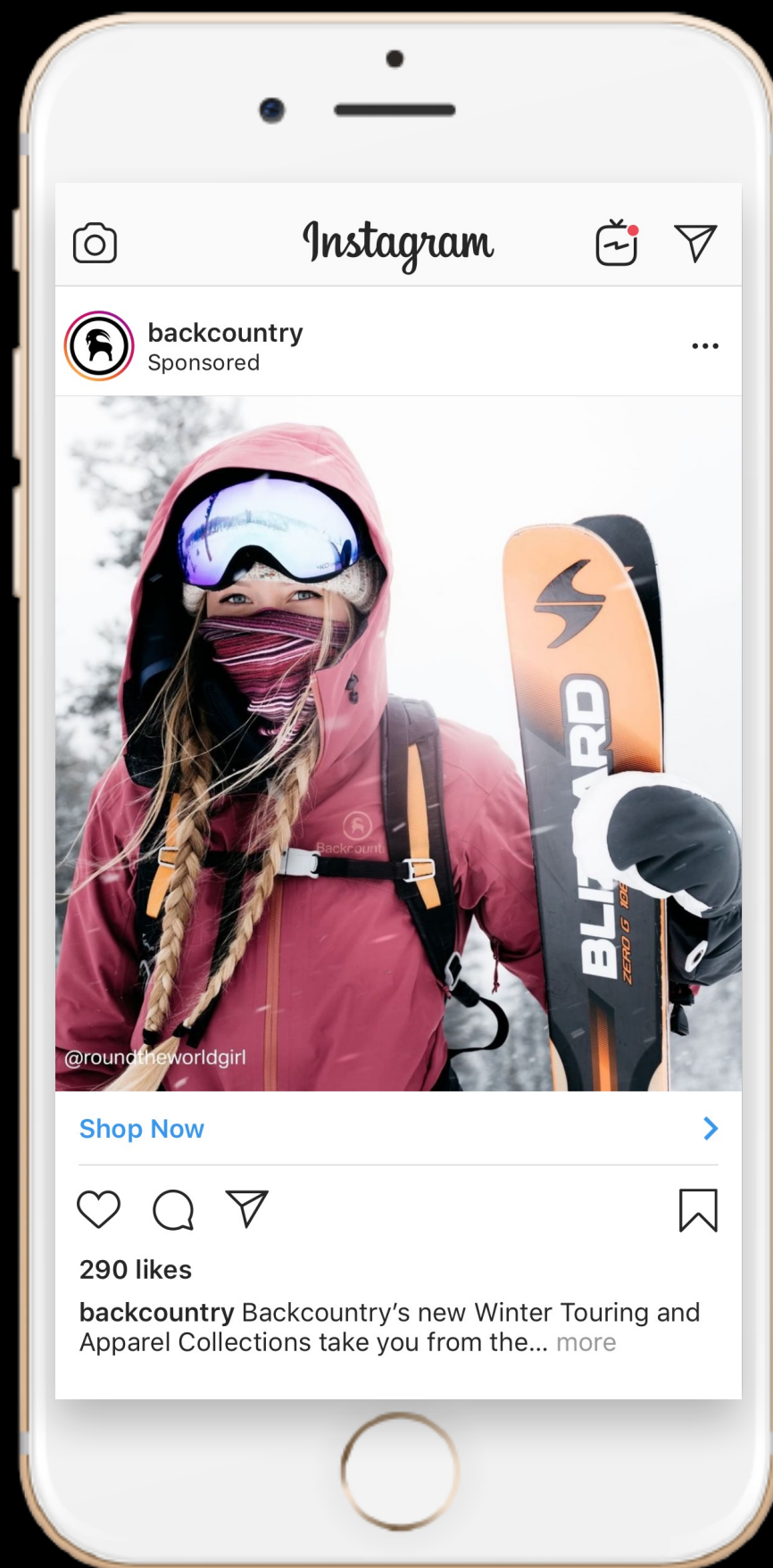
## AUDIENCES ARE ASKING FOR RECOMMENDATIONS

- Influencers are keenly aware of their audiences' reactions and preferences; many influencers have shared that their audiences are asking for valuable brand recommendations from relevant advertisers during this time.

## EXPAND YOUR CONTENT LIBRARY AND SOCIAL ADS

- Utilize influencers to create high quality, cost-efficient assets for a brand to use for paid media and organic reuse, targeting current fans and customers of the brand, increasing customer retention and brand loyalty.
- Create low cost and effective social ad assets that resonate with audiences.





**INSTAGRAM IN-FEED**



**FACEBOOK IN-FEED**



**INSTAGRAM STORY**

# PAID MEDIA.

Audiences are more receptive to influencer-generated content than brand-produced content, thereby improving effectiveness of a brand's paid media spend. Extend the success of your influencer marketing campaign with paid media amplification across Facebook and Instagram.

Mediakix will handle all setup and optimizations to reach new consumers targeting desired demos, locations and interests. Additionally, we can retarget influencer audiences to move them further down the purchase funnel!



# HOW TO LEVERAGE INFLUENCERS.

**Communicate Your Message:** Brands can control the messaging and dialogue around their product via 3rd party, trusted voices and word-of-mouth recommendations. Use influencers to promote the steps a company is taking to calm nerves, offer refunds, and promote positive PR.

**Provide Value:** Leverage influencers' authenticity to recommend products or provide how-to tutorials they know their fans would benefit from during these times of social isolation.

**Philanthropy-First:** Activate influencers with philanthropic backgrounds to host digital livestreams or start social movements for good on behalf of a brand to drive awareness and positive PR.

**Get Creative:** Work with influencers to bring creativity and fun to the brand and messaging, driving engagement and sharing.



# DEALING WITH EVENT CANCELLATIONS.

Shift the focus from in-person experiential events to digital, online-only campaigns that engage loyal audiences and drive awareness for your brand.

1

Hone in on how your brand can provide value for the at-home economy, engaging loyal customers and driving new customers through creative integrations

2

Live streaming has grown in relevancy for audiences during this at-home economy as a way of staying connected

3

Partner with influencers who provide a more human, authentic connection, which audiences are craving even more during these times of isolation

4

Incorporate a philanthropic angle to your campaign that gives back to audiences or those affected by COVID-19 to build brand loyalty and earned media value



# BEST PRACTICES FOR BRANDS.



- **Work with more Micro/Mid-Tier Influencers:** They typically can have a stronger, more authentic bond with their fans and integrations will be less commercialized than with celebrities.
- **Focus on the Soft Sell:** Remove direct response call to actions, such as "swipe-up to buy" as it could come across as insensitive.
- **Build Loyalty and Reward Value Customers:** Consider new incentive offers for existing customers and showcase the steps taken to address COVID-19 internally—whether it be enhanced sanitation methods, proper treatment of employees or charitable donations.
- **Engage with Fans in Real Time:** Utilize live streaming services such as Instagram Live, Facebook Live, Twitch and more to engage with fans and answer questions pertaining to changes in your services in the midst of uncertainty.



## AS A BRAND:

People are drawn to brands that are calm, consistent, and provide stability in the face of the unknown. We suggest keeping the following top of mind while addressing the situation on social:

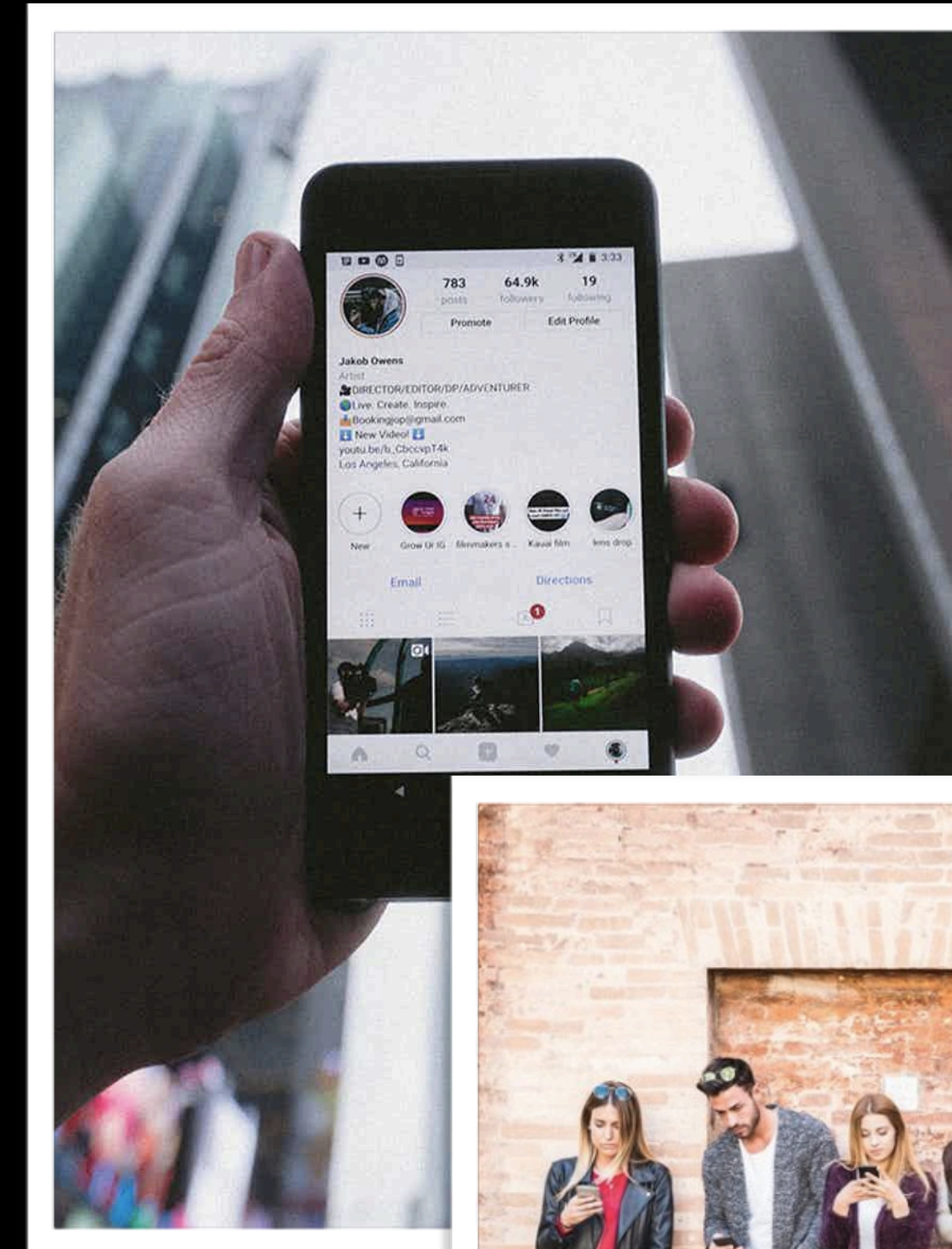
- Stay positive on your social platform.
- Communicate proactively about the elephant in the room for PR efforts.
- Share how your company can bring value during this time.
- Keep audiences informed about changes to their services.
- Be philanthropic.

## WHEN POSTING SPONSORED CONTENT:

Given the sensitivity of COVID-19, we recommend the following changes to any sponsored content:

- Avoid mentioning COVID-19 explicitly when encouraging sales. Audiences will intuitively understand and make the connection on their own.
- Limit the usage of links driving to online stores in the event it draws attention to low stock that relates to COVID-19.
- Ensure content does not encourage social gatherings and note to audience whether content was filmed prior to social distancing measures to avoid any backlash.

# ADAPT MESSAGING.





**GET CREATIVE.**

# CREATIVE SOCIAL MEDIA ACTIVATIONS.

As all influencers adapt to filming primarily indoors, there are a number of different ways influencers can creatively incorporate brands into sensitive and positive content across all social platforms. Mediakix can propose a unique, high-impact campaign relevant to your brand and product category. Some high level suggestions include:

- Live Stream Watch Parties
- Instructional & Recommendation Videos
- Instagram Takeovers
- Behind the Scenes Q&As
- Charity & Donations
- Philanthropic Stickers
- Brand-Sponsored “Challenges”
- Use of Augmented Reality (Lens, Sticker)





# LIVE STREAM WATCH PARTIES.

Influencers can host live streams of themselves and with other influencers utilizing your brand in their daily lives. This allows them to tell stories in the moment and to keep audiences engaged by interacting with fans through live Q&A.

Creators can also pre-promote live streams to ensure further audience attendance & engagement through IG story content earlier in the day as well as through YouTube's Premiere feature.





# INSTRUCTIONAL RECOMMENDATIONS.



Utilize influencers' unique tastes to showcase what they're doing with their time at home, the content they're consuming and how that incorporates your brand. Tutorials are also useful for unboxing and showcasing all features of a product.

How-To Guides, DIYs and Tutorials resonate most on YouTube and Instagram.





# INSTAGRAM TAKEOVERS.

Allow influencers to take over your page for the day on Instagram Stories, highlighting how they're keeping upbeat, adjusting to work from home during the changes of COVID-19, and how your brand is helping.

Influencers can promote the takeover in advance to draw audiences to your brand page, where they can engage with your brand messaging and the influencers' genuine endorsement of your brand.



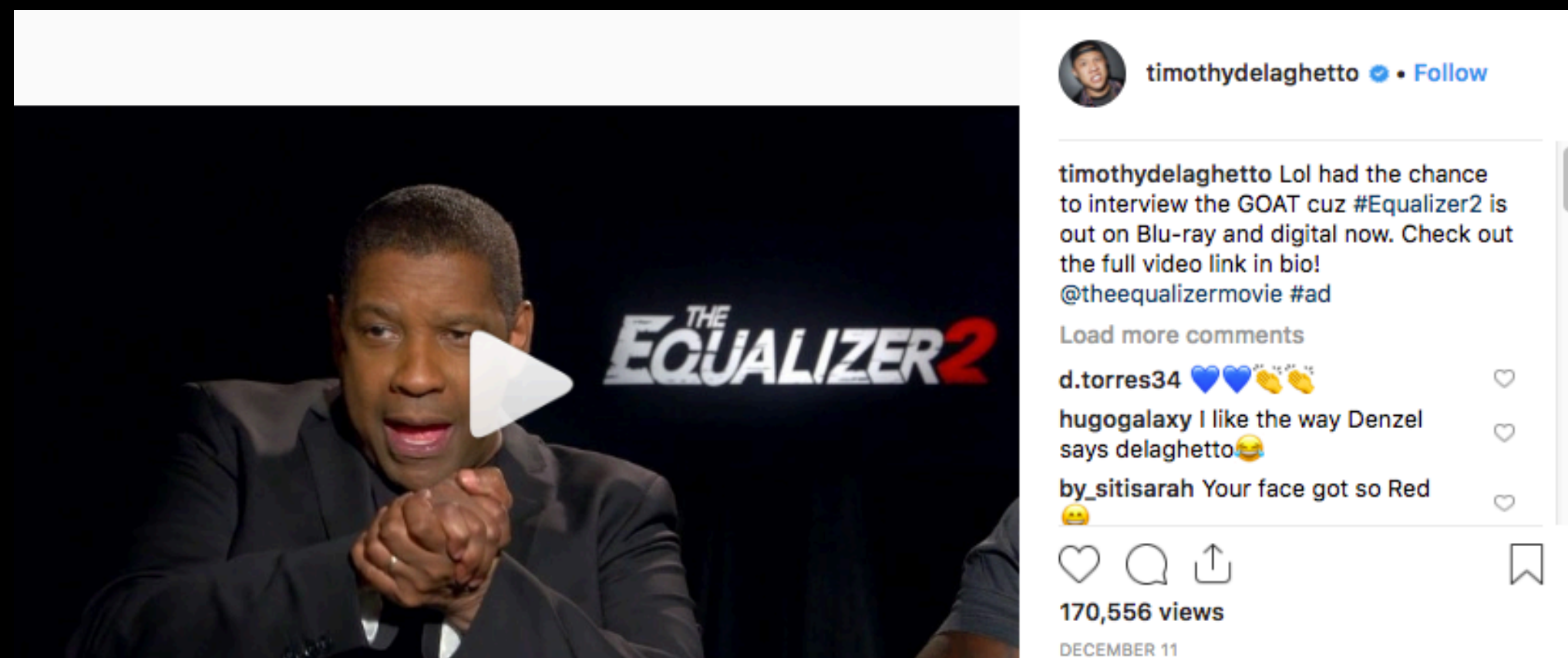


# BEHIND THE SCENES Q&A.

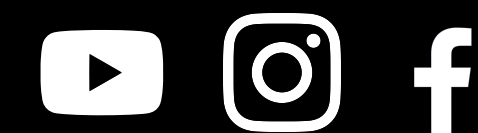


Partner with influencers on an intimate, pajama-party style Q&A, giving audiences a chance to engage with their favorite influencers during this sensitive time.

Influencers can ask audiences to submit questions in advance of the Q&A, then share their answers with their followers, providing live feedback.



Alternatively, host a Q&A with your brand ambassador or lead actor, hosted by an influencer.

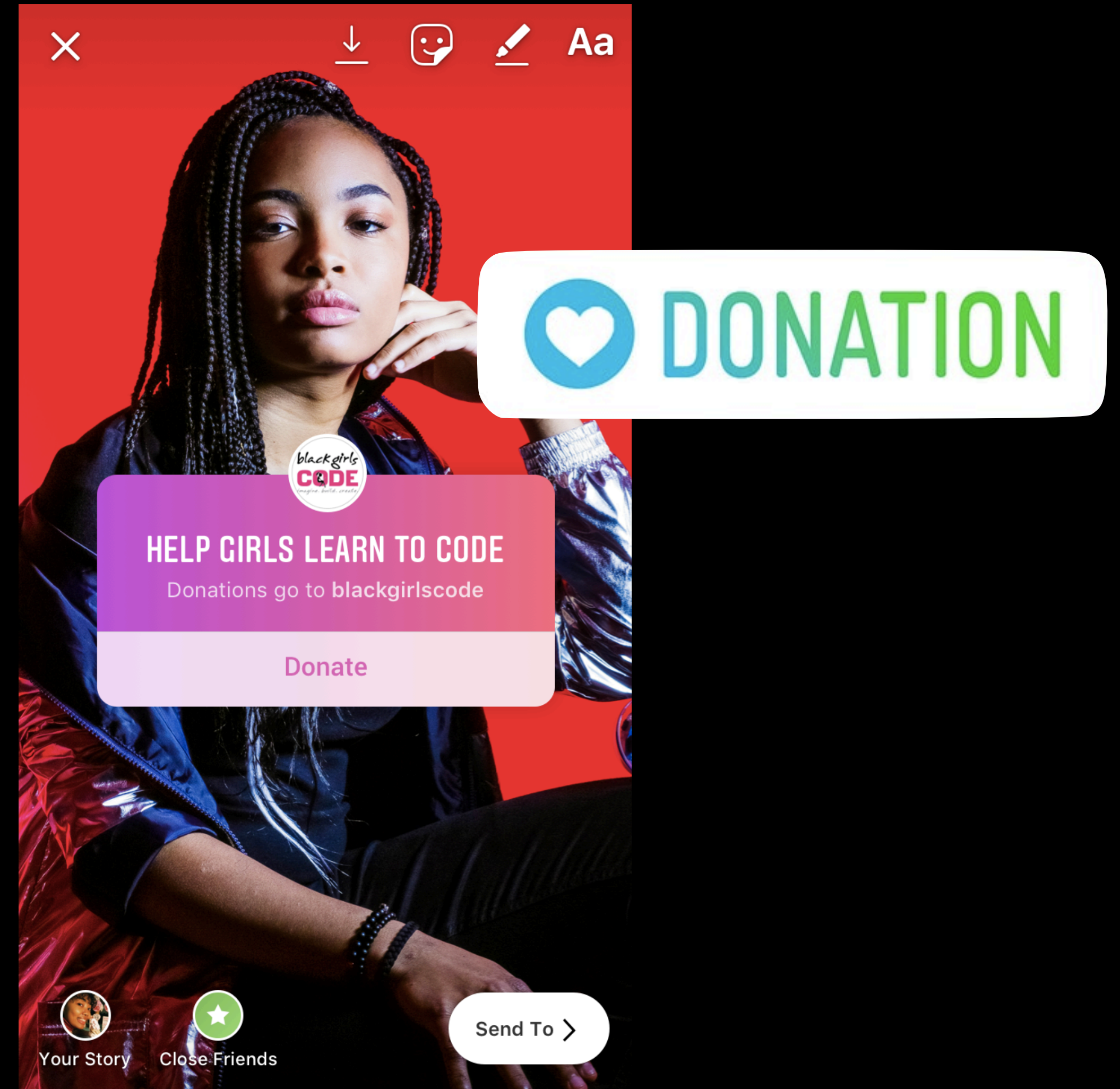




# CHARITY & DONATIONS.

Leverage an influencer to start a humanitarian movement, highlighting the charitable initiatives that your company is taking during this time, giving to individuals and families in need and getting others involved that can help, as well.

Non-profit brands who are also set up to receive donations via Facebook can have influencers utilize the “Donation” sticker in their Instagram Stories.





# PHILANTHROPIC STICKERS.



Have influencers get your content out to the forefront by utilizing Instagram's "Stay Home" Sticker. Instagram creates a standalone story for "Stay Home" which populates with a user's followers who have used the overlay.

This also allows the influencers to share a positive and safe message with their audience to practice social distancing which directly contributes to ending the COVID-19 pandemic.





# BRAND SPONSORED CHALLENGES.

Leverage an influencer to ignite a brand challenge with a charitable tie-in to encourage fan participation and UGC for additional awareness.

Challenges should utilize a common hashtag and can come into fruition in a variety of ways such as dances or new at-home activities people can try at home during self-quarantine.





# USE OF AUGMENTED REALITY.



Take your marketing efforts a step further with the use of augmented reality (lens or sticker) to allow consumers to express their own stories and experiences—spurring heightened engagement and UGC.

Utilize Influencers to spread awareness for the augmented reality offer by utilizing the lens or sticker with a clear call to action asking fans to follow suit.



CASE STUDIES.



# CASE STUDY: *P&G.*

## GOAL

Promote social distancing via TikTok challenge to drive donations during COVID-19 crisis.

## RESULTS

Proctor & Gamble partnered with the one of most followed influencers on TikTok, Charlie D'Amelio, to create a COVID-related dance challenge.

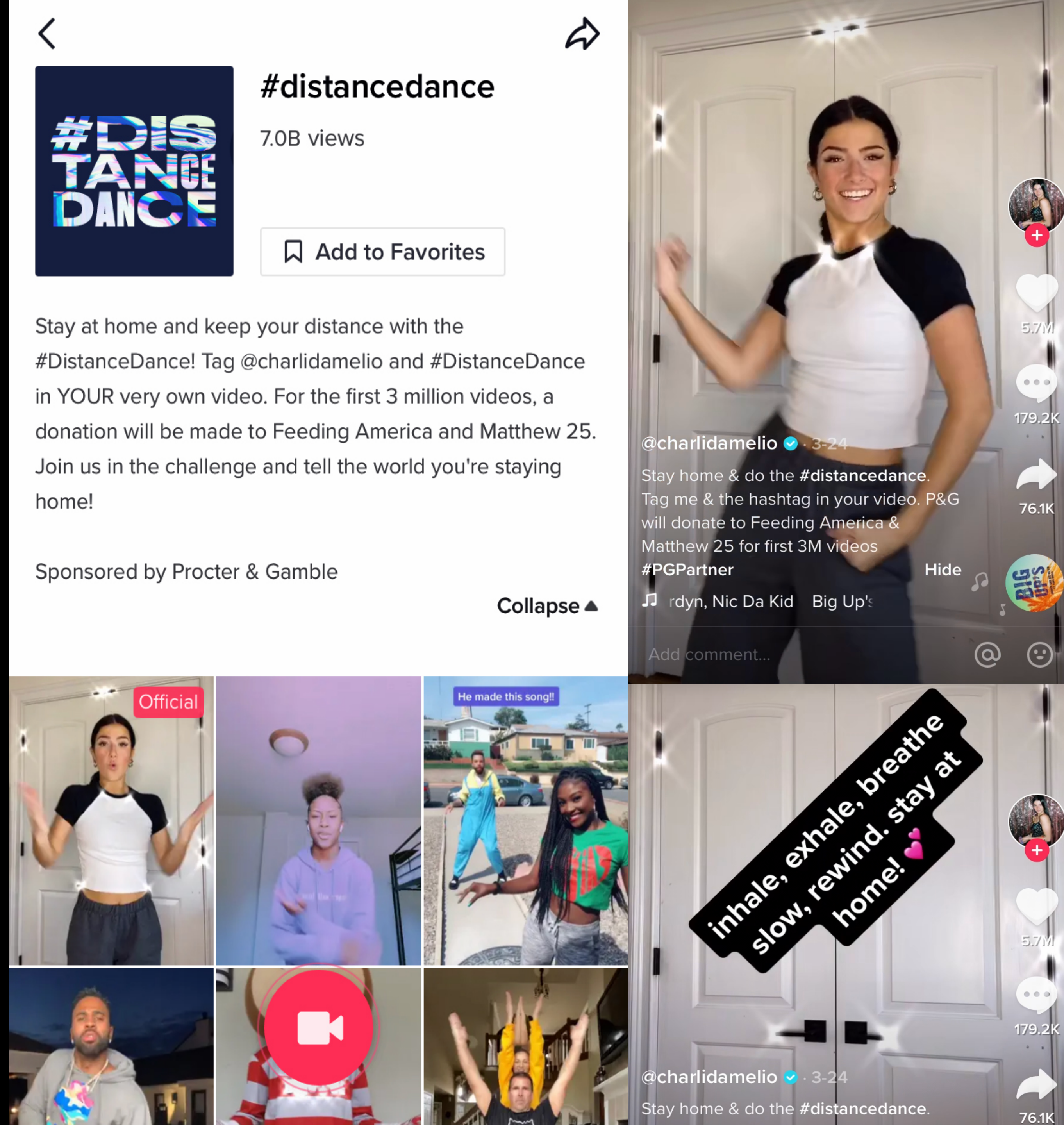
P&G encouraged audience interaction by focusing the campaign around a 'dance challenge', a strong engagement driver on TikTok. For the first 3 million user-created #DistanceDance videos, P&G pledged to make a donation to Feeding America and Matthew 25.

**7.0B+**  
HASHTAG VIEWS

**6M+**  
SOCIAL ENGAGEMENTS

**80.5K+**  
UGC VIDEOS  
CREATED

**13.2%**  
ENGAGEMENT RATE





# CASE STUDY: GATORADE®

## GOAL

Uplift and unite sports fans amid cancellations due to COVID-19.

## RESULTS

Gatorade sponsored six athlete influencers popular on TikTok to make their own “big plays” at home and motivate sports fans to re-live iconic sports plays while staying safe and active at home.

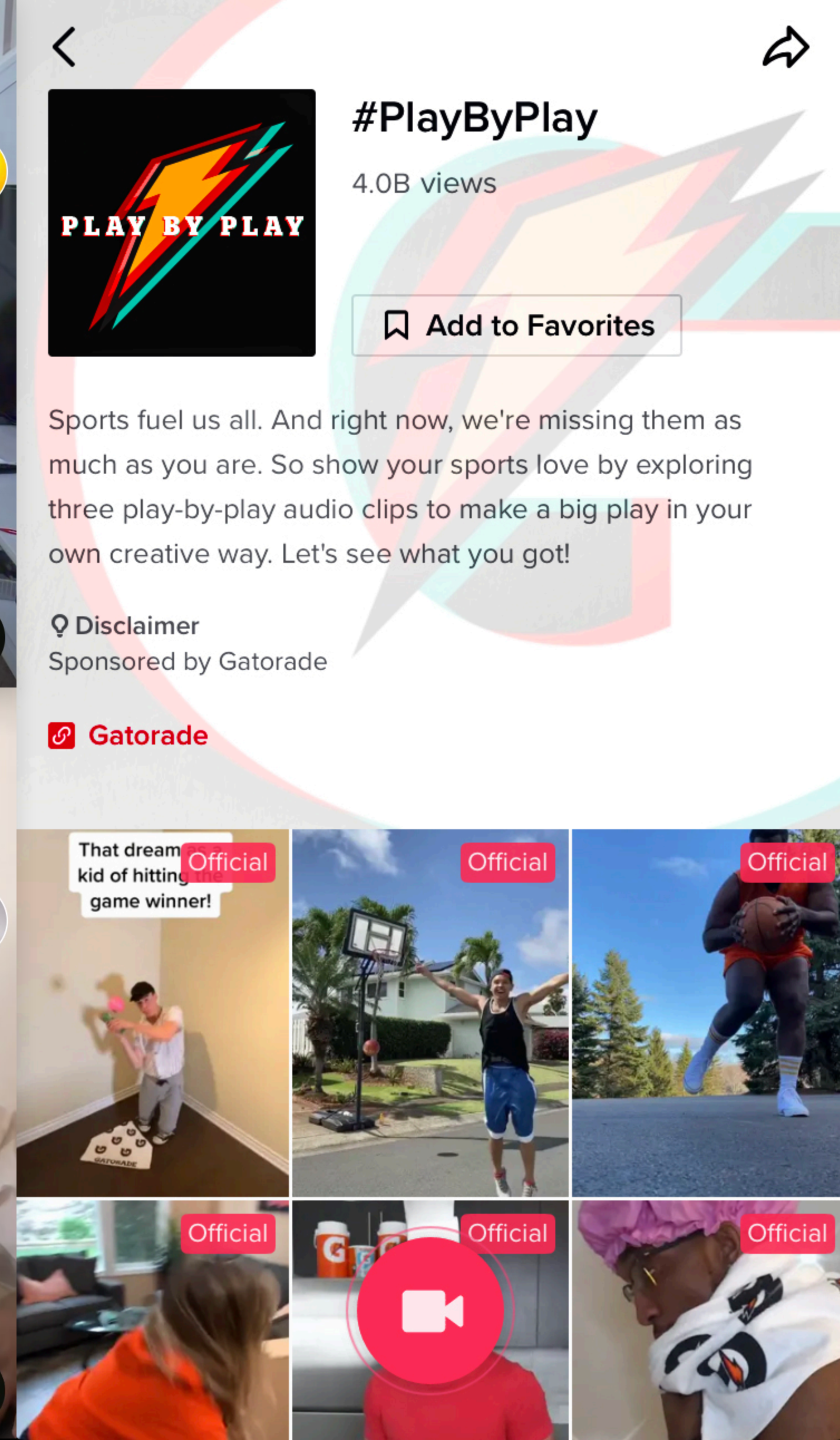
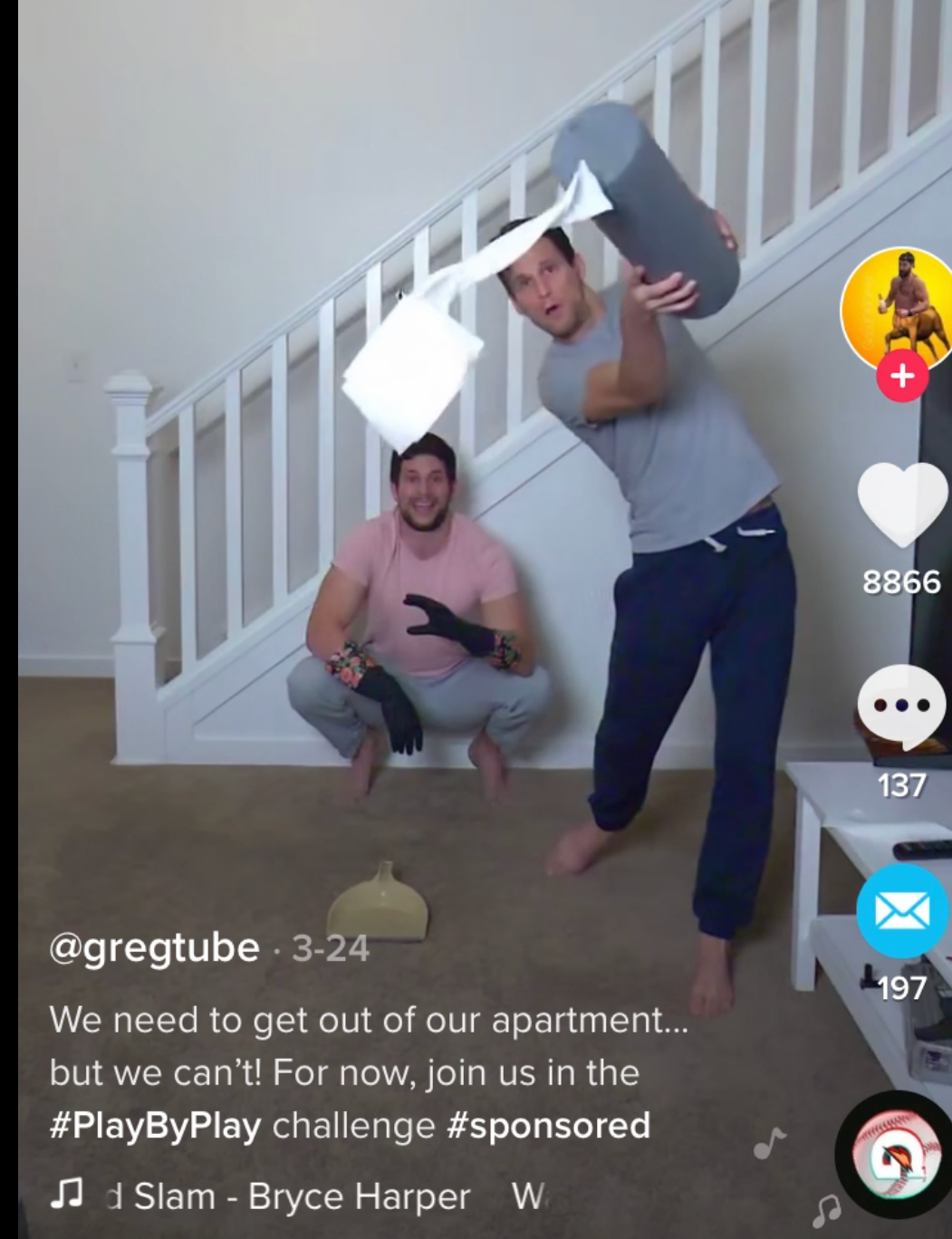
The brand supplied users with three official sound clips to choose from to re-enact iconic moments in sports using items around the house.

**4.0B+**  
HASHTAG VIEWS

**1.2M+**  
SOCIAL ENGAGEMENTS

**3.2K+**  
UGC VIDEOS  
CREATED

**21.8%**  
ENGAGEMENT RATE





# CASE STUDY:



## GOAL

Encourage young adults to save lives —by staying home.

## RESULTS

Truth Initiative partnered with popular Gen Z TikTok influencers to boost morale and show users that “plenty of good times” can happen without leaving home.

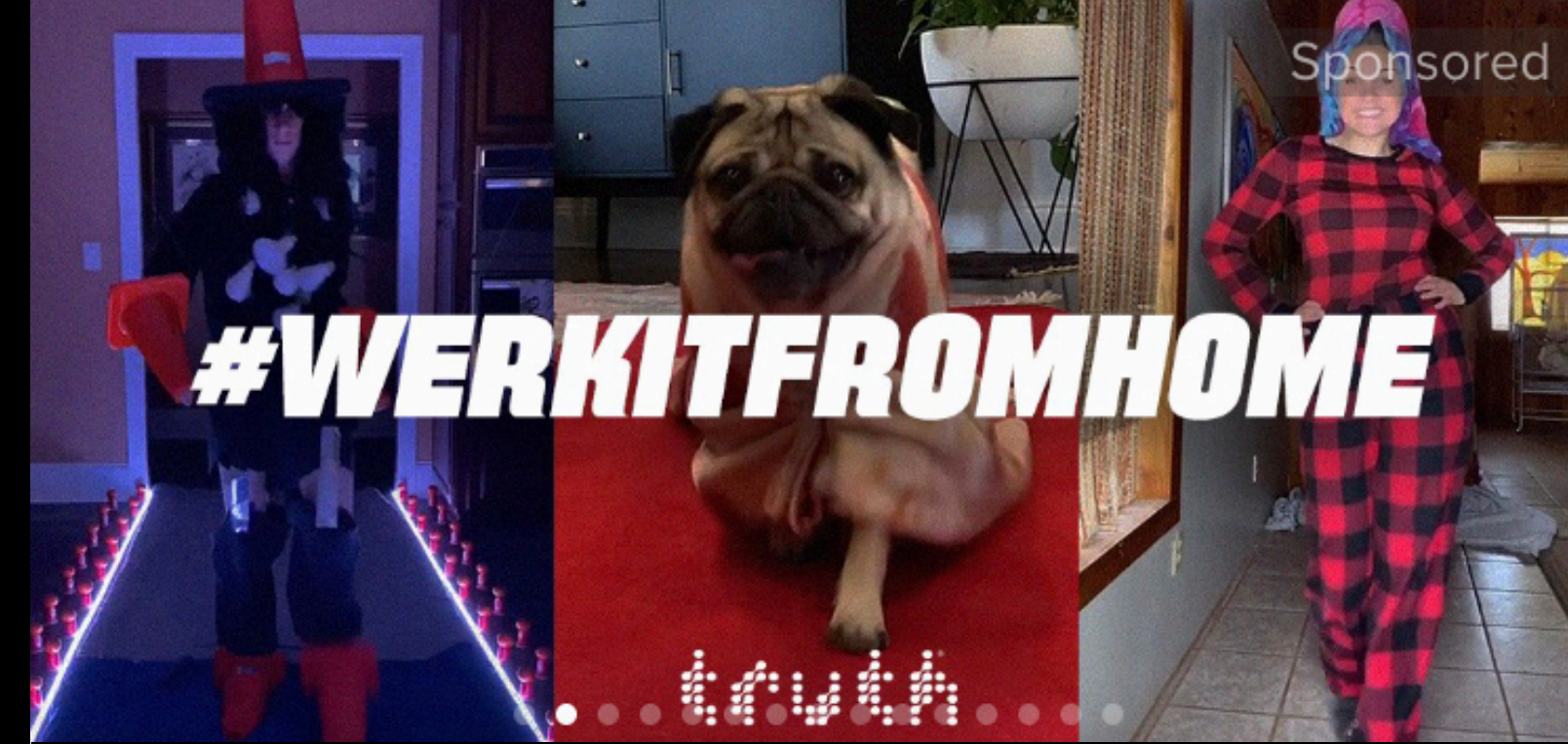
Truth encouraged young users to escape boredom by dressing up for the #WerkItFromHome challenge and praising those who are doing the right thing by staying at home. The sponsored hashtag included a link to the non-profit’s website that hosts mental health tips and CDC information.

**811.8M+**  
HASHTAG VIEWS

**14.4M+**  
SOCIAL REACH

**2.2M+**  
SOCIAL ENGAGEMENTS

**4.4K+**  
UGC VIDEOS  
CREATED

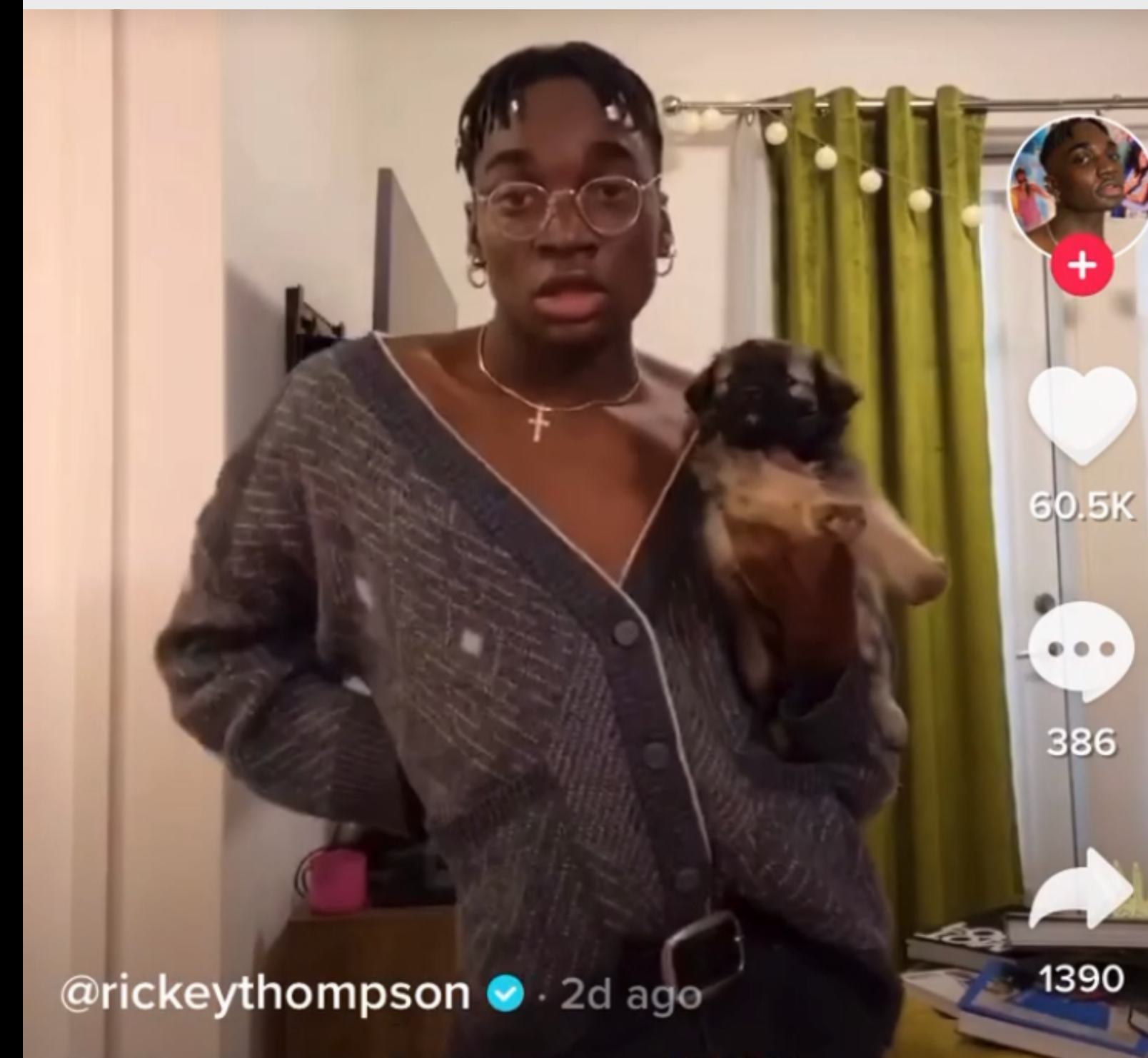


truth



**GET OFF THE COUCH AND  
WERK IT.**

MERCH



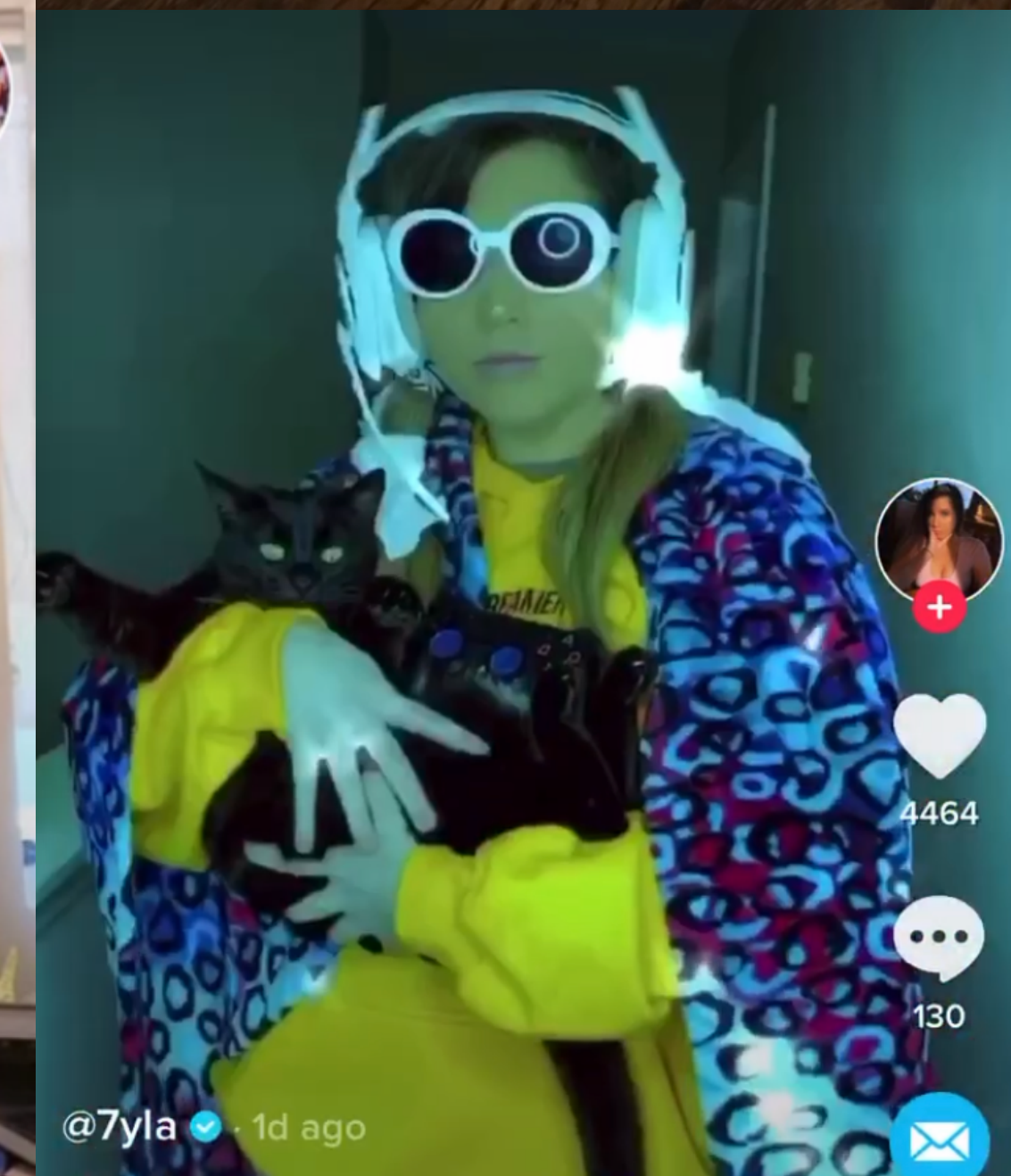
@rickeythompson · 2d ago



@dougthepug · 2d ago

Not all stay-at-home heroes wear pizza blanket capes. But this one does.  
#werkkitfromhome #truth #sponsored

You Better Work) - RuPaul



@7yla · 1d ago



# CASE STUDY: UNDER ARMOUR.

## GOAL

Promote active lifestyles and provide fitness instruction with influencer-instructed home workouts. Ensure youth sports programs have necessary equipment when play resumes.

## RESULTS

Under Armour collaborated with MyFitnessPal to enlist health and wellness influencers to create inspiring branded IGTV content for their “Healthy At Home” campaign. The brands partnered with two celebrity influencers along with supporting micro- and mid-tier influencers to transform their social media accounts into a fitness resource for people during social isolation.

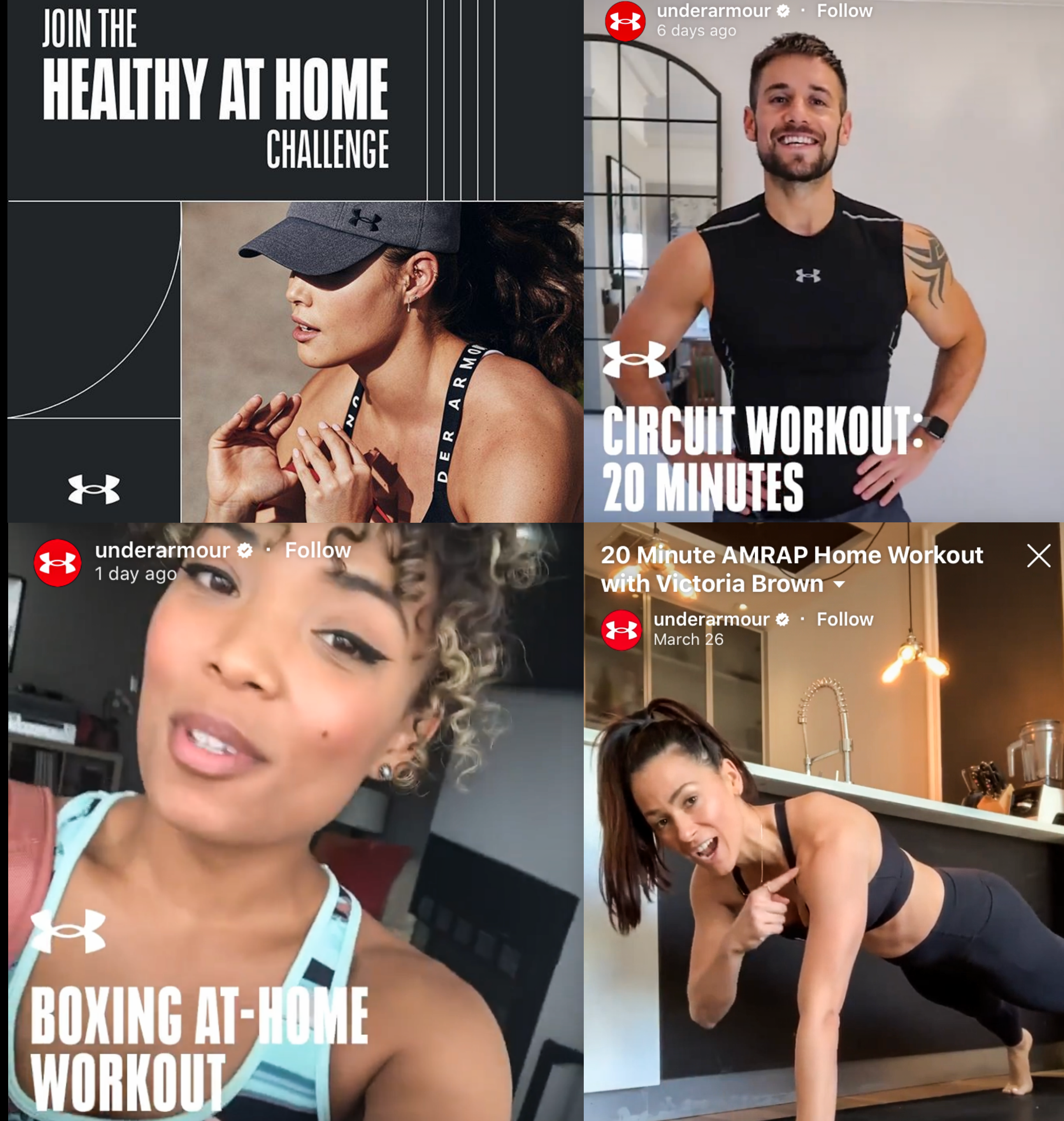
Additionally, as a part of the “Healthy At Home Challenge” Under Armour donated \$1 to Good Sports, Inc for every MyFitness sign-up.

**10.1M+**  
SOCIAL REACH

**1.2M+**  
IGTV VIEWS

**135K+**  
SOCIAL  
ENGAGEMENTS

**9.7%**  
ENGAGEMENT RATE





# CASE STUDY:



## GOAL

Drive donations to Save The Children non-profit organization and increase national brand awareness.

## RESULTS

Oreo kicked off the #CookieWithACause branded hashtag challenge on TikTok by asking fans to post a video of themselves with a cookie on their forehead and move it to their mouth with their own personal flair. For the first 1 million user-generated videos, Oreo pledged to make a donation to Save The Children.

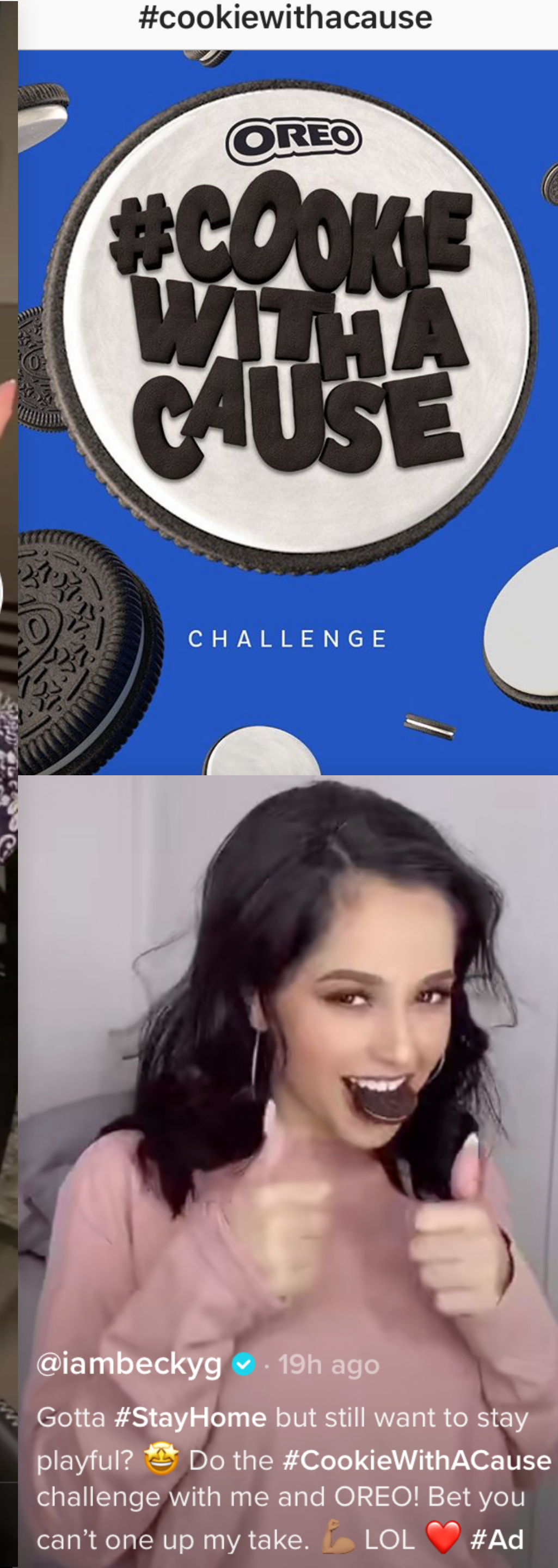
The campaign generated over 29.5 million hashtag views within the first 24 hours, and at least two prominent influencers joined in on cause-focused fun.

**29.5M+**  
HASHTAG VIEWS

**1.8M+**  
SOCIAL ENGAGEMENTS

**305+**  
UGC VIDEOS  
CREATED

**8.7%**  
ENGAGEMENT RATE





# MEDIAKIX OVERVIEW.

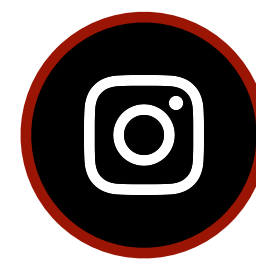
Dive into our influencer marketing services



# ABOUT.

Mediakix connects brands with the best social media influencers to reach their target audiences through authentic, original content across social channels and emerging platforms.

Mediakix leverages powerful social endorsements of today's tastemakers with impactful campaigns that drive social media engagement and ROI for your brand.





A hallway with large, colorful letters spelling out 'WHO WE ARE.' on the wall. The letters are in various colors (red, blue, green, yellow) and are arranged in a way that they appear to be part of a larger wall display. The hallway is dimly lit, and the floor is made of light-colored tiles.

# WHO WE ARE.

## THE FIRST

- Influencer marketing agency (est. 2011)
- Influencer marketing agency of record (AOR)
- Branded YouTube VR campaign (Castrol)

## THE FASTEST-GROWING

Influencer marketing company with an exceptional record of driving ROI, conversion, and social engagement.

## STRATEGY THOUGHT LEADER

With the most widely read blog in the industry.



# CLIENTS.

facebook

 Blue Apron

NORDSTROM

SONY  
PICTURES

 bumble

care/of

DAVID YURMAN

SHISEIDO

 General  
Mills

  
LINCOLN

KENNETH COLE

Tropicana

ExxonMobil

 UNIVERSAL

sleep number®

UBER

OLD NAVY



  
Backcountry.

BIRCHBOX♦

 Hallmark

HAUTELOOK

Bai  百度

Tencent

Fairmont

Seriously

 NEXT GAMES

 WARGAMING.NET

  
cheetahmobile

 LG

 WEBER  
SHANDWICK

  
FLEISHMANHILLARD

Ogilvy

GOLIN

Omaze

 VML



YAHOO!

Bloomberg

The  
New York  
Times

re/code

VOGUE

CNN

WIRED

USA  
TODAY

WSJ

Forbes

ADWEEK

Mashable

TIME

BuzzFeed



# PRESS.

Not only is Mediakix well-known for our innovative approach to scaleable and successful influencer marketing campaigns, but we're a trusted thought leader in the influencer marketing space, contributing weekly blog content around marketing trends, industry news, influencer marketing best practices, case studies, and white papers.



# AWARDS & ACCOMPLISHMENTS.



## SHORTY AWARD WINNER

Next Games partnered with Mediakix to drive awareness and installs for their mobile game, *The Walking Dead: No Man's Land*. We worked with top influencers to script and produce video content for YouTube that tied the game's storyline into skits, driving over 23M+ organic views and an impressive 10% engagement rate.



## INC 5000 — 2017 & 2018

Mediakix was the only influencer marketing company listed out of 5,000, ranked #512 in 2016 and ranked #506 in 2017. We've shown tremendous growth in clients and revenue since our start in 2011 and continue to be a leader in the space for the best creative, strategic, and successful influencer campaigns.



## LA BUSINESS JOURNAL | FASTEST GROWING COMPANIES

Mediakix was ranked #17 out of those named fastest growing private companies in Los Angeles.



# INFLUENCER MARKETING WORKS.

*“Influencer Marketing is widely used and considered one of the most cost-effective and powerful strategies used today.” - Neil Patel*



## DRIVES RESULTS

- According to a Grapevine study in which 150 influencers marketing campaigns were analyzed, the **average rate of conversion via influencer marketing is 2.55%**.  
([Grapevine, 2016](#))
- **92% of consumers trust recommendations from others**—even people they don’t know well—over branded content.  
([AdWeek 2015](#))



## COST-EFFECTIVE

- A study on influencer marketing showed that it can give **11x more ROI** than banner ads.  
([TapInfluence 2016](#))
- 89% of marketers say **influencer marketing ROI is as good or better** than other marketing channels.  
([Mediakix Survey 2019](#))



## REACHES YOUR AUDIENCE

- 71% of marketers rate the **quality of customers and traffic from influencer marketing as better** than other marketing sources.  
([Mediakix Survey 2019](#))
- YouTube **reaches more 18-34 and 18-49 year-olds** than any cable network in the US.  
([Captiv8 2019](#))



# MEDIAKIX SERVICES.

*Our experienced team has launched countless influencer marketing campaigns and will be your end-to-end strategic and execution partner through the entire process. We'll not only build your influencer marketing strategy, we'll craft award-winning creative at competitive rates.*



## TARGETING

Handle all influencer research, vetting, negotiation in order to provide the best influencer recommendations with audience demographics, performance history, and reach that fits your target KPIs.



## STRATEGY

Develop individualized strategy paired with unique creative and tried and true best tactics to secure meaningful exposure for your brand and drive ROI.



## MANAGEMENT

Offer dedicated account managers to handle all communication, legal contracts, asset delivery, and more to make the campaign as seamless as possible.



## OPTIMIZATION

Encourage influencer authenticity, monitor post performance, and optimize content for the highest return possible throughout campaigns.



## COMPLIANCE

Ensure influencers are brand safe, abide by our high quality of service standards, and comply with FTC guidelines within all sponsored content on each unique social media platform.



# TAKE YOUR INFLUENCER CAMPAIGN TO THE NEXT LEVEL.



## CONTENT FOR PAID MEDIA

Leverage the high-quality content influencers create for your brand for other marketing initiatives such as:

- Facebook & Instagram social media ads
- YouTube pre-roll/mid-roll
- Website imagery/Newsletters



## EVENTS & ACTIVATIONS

Activate micro- to celeb-influencers at brand sponsored events to build buzz, drive attendance, capture content and promote earned media.



## COMMERCIALS & BRANDED CONTENT

Cast well-known social media influencers in brand-produced content including commercials and digital videos to run as:

- Paid Media on Social
- OTT and Streaming Ads
- Broadcast and TV Ads



# STRATEGY.

## *Strategic Marketing Planning*

We're the premier Influencer Agency of Record—capable of handling your brand's campaigns from start to finish.

Mediakix utilizes a results-driven approach that uses metrics to inform strategy. Clients say we're indispensable because of our mastery of generating conversions, engagements, and impressions.

“*Mediakix has been integral to our rapid growth at Blue Apron and was the founding partner for our extremely effective influencer marketing strategy.*”



—Jared Cluff, CMO



“*We've worked with dozens of influencer agencies, and Mediakix is by far the best. Their hands-on approach, strong communication, extensive relationships with talent, and deep understanding of our brands sets them apart from the crowd.*”



— Marci Ikeler, Digital Director

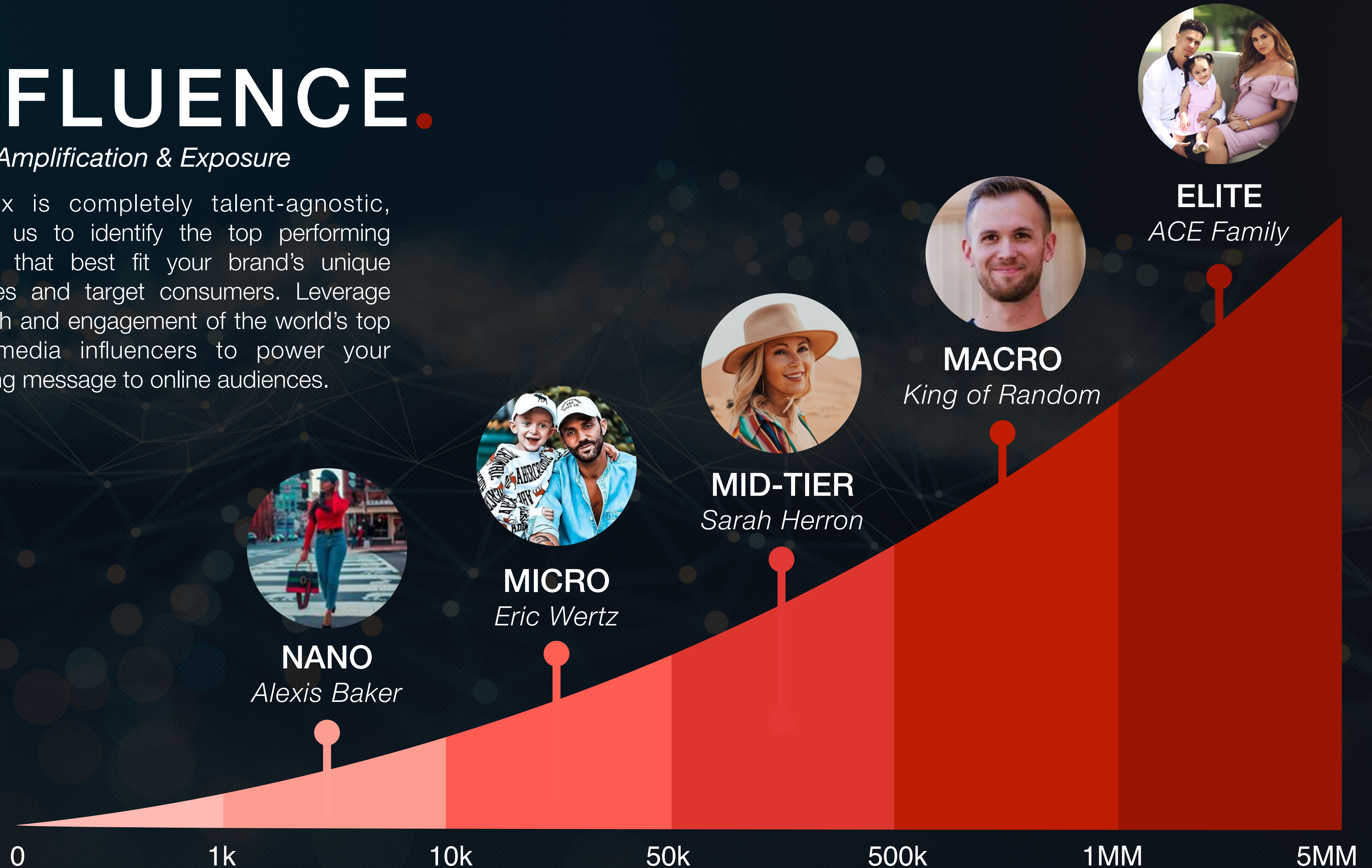
GRADIENT  
(Lincoln's Agency)



# INFLUENCE.

## *Social Amplification & Exposure*

Mediakix is completely talent-agnostic, allowing us to identify the top performing creators that best fit your brand's unique objectives and target consumers. Leverage the reach and engagement of the world's top social media influencers to power your marketing message to online audiences.

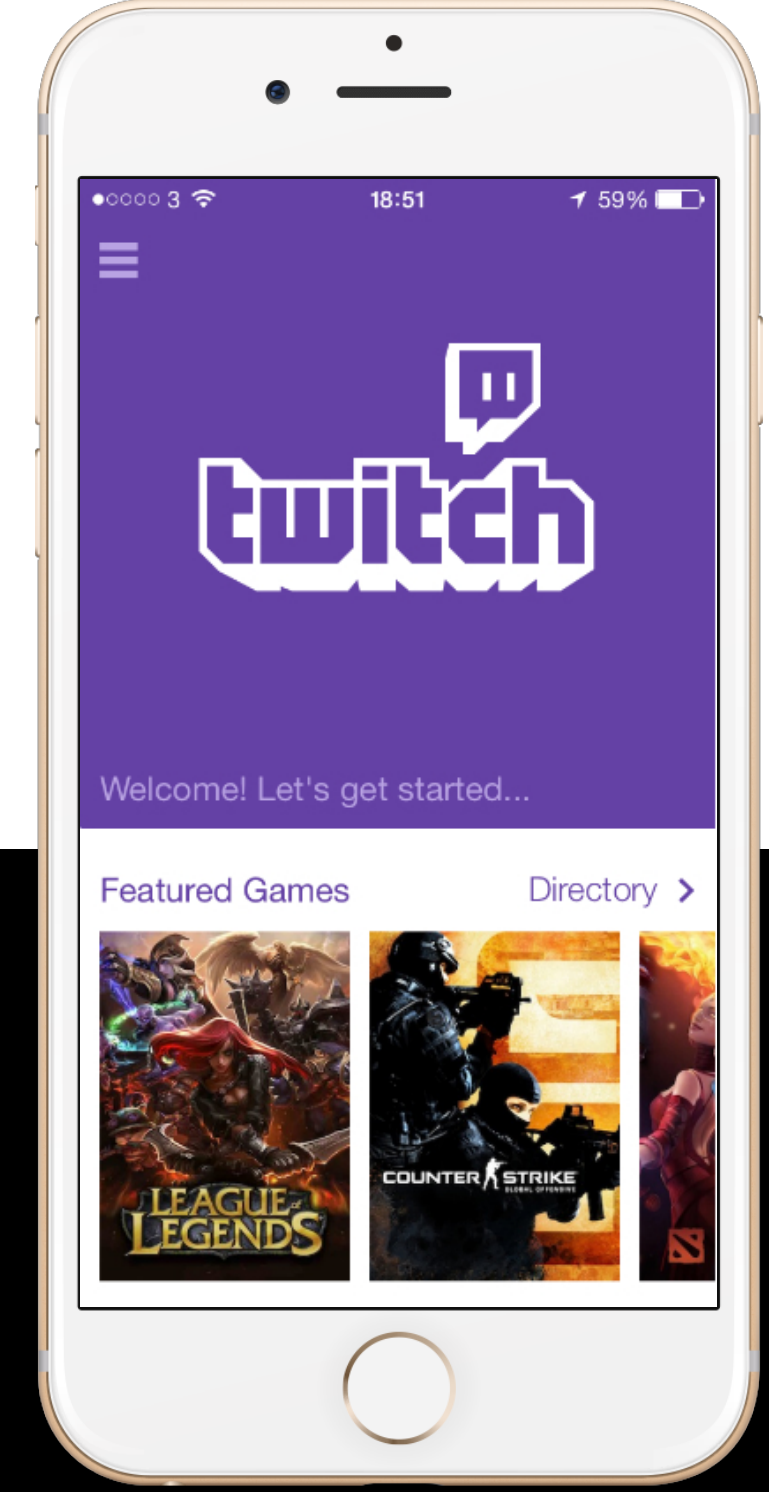
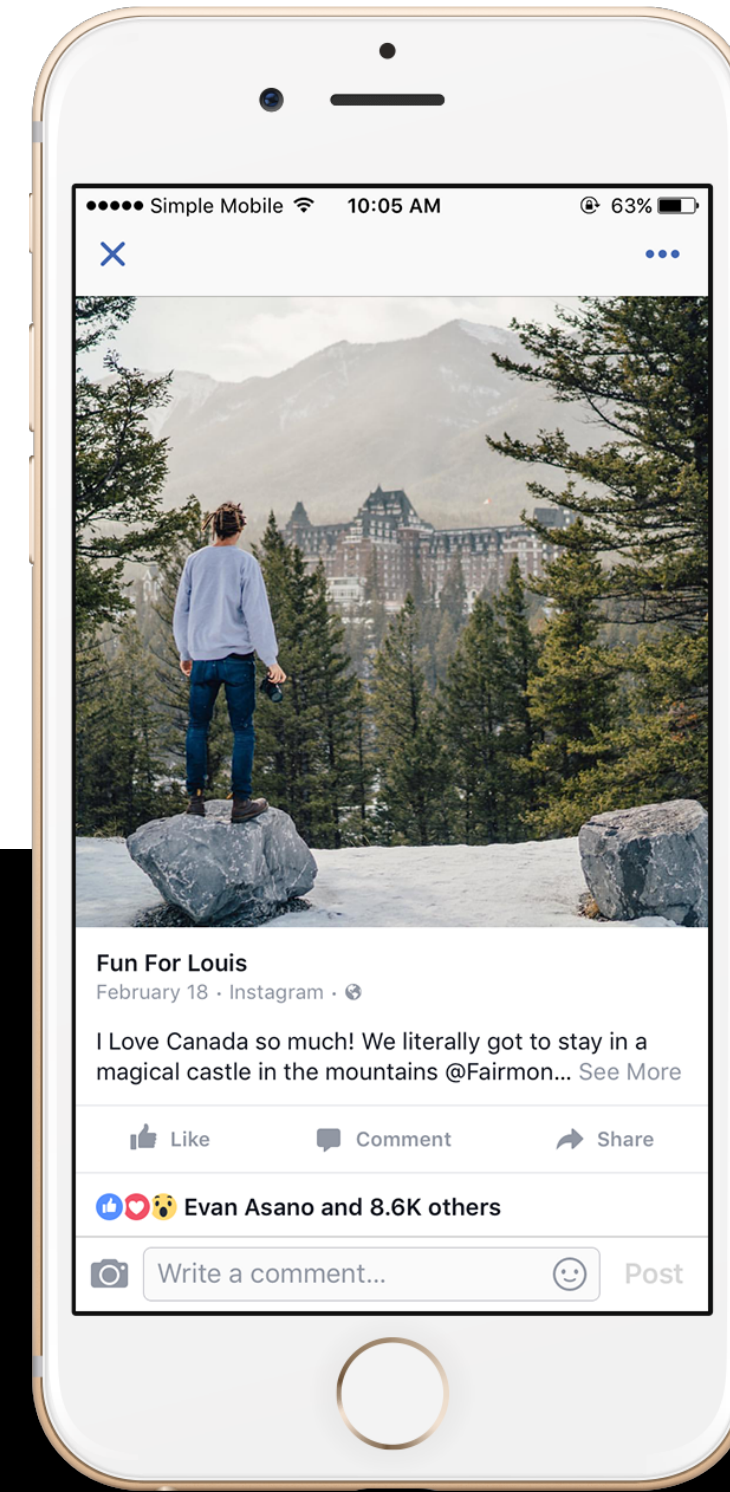
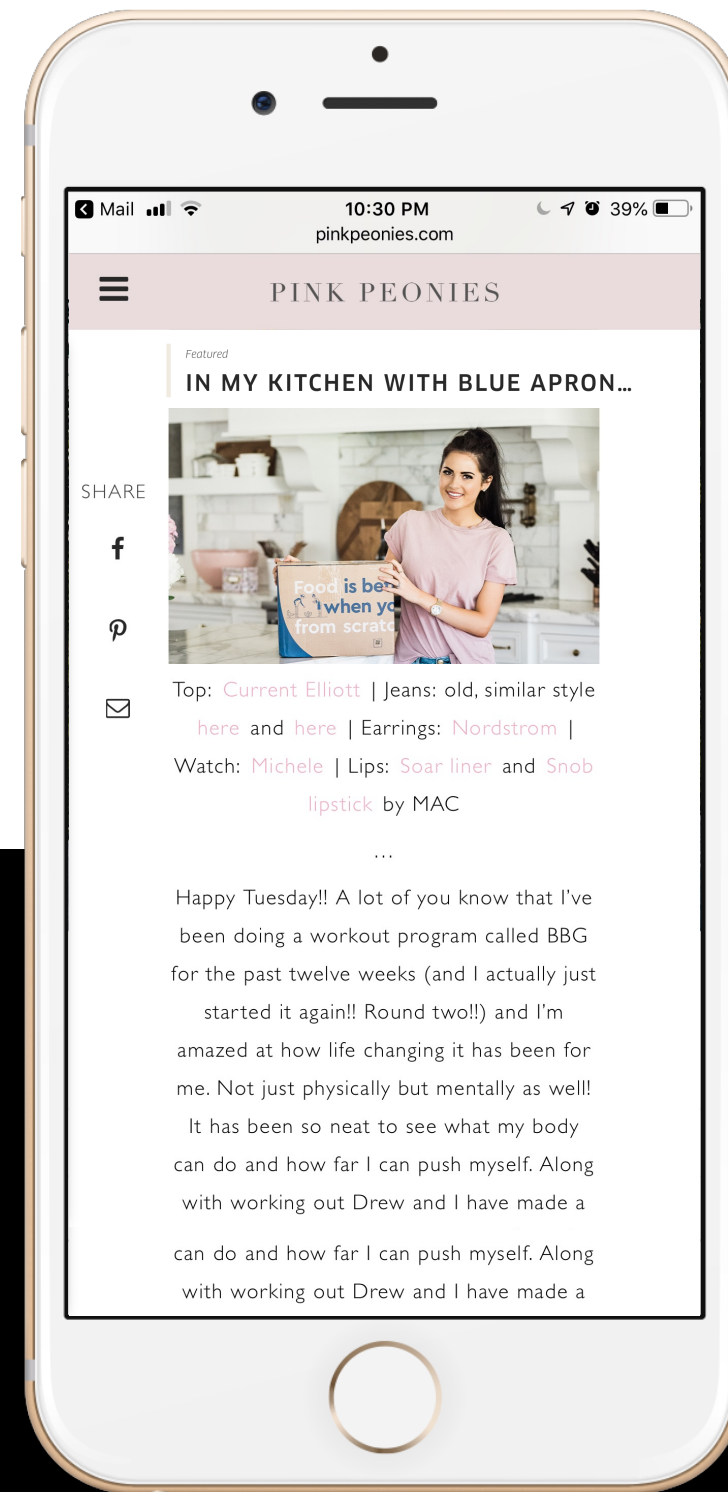
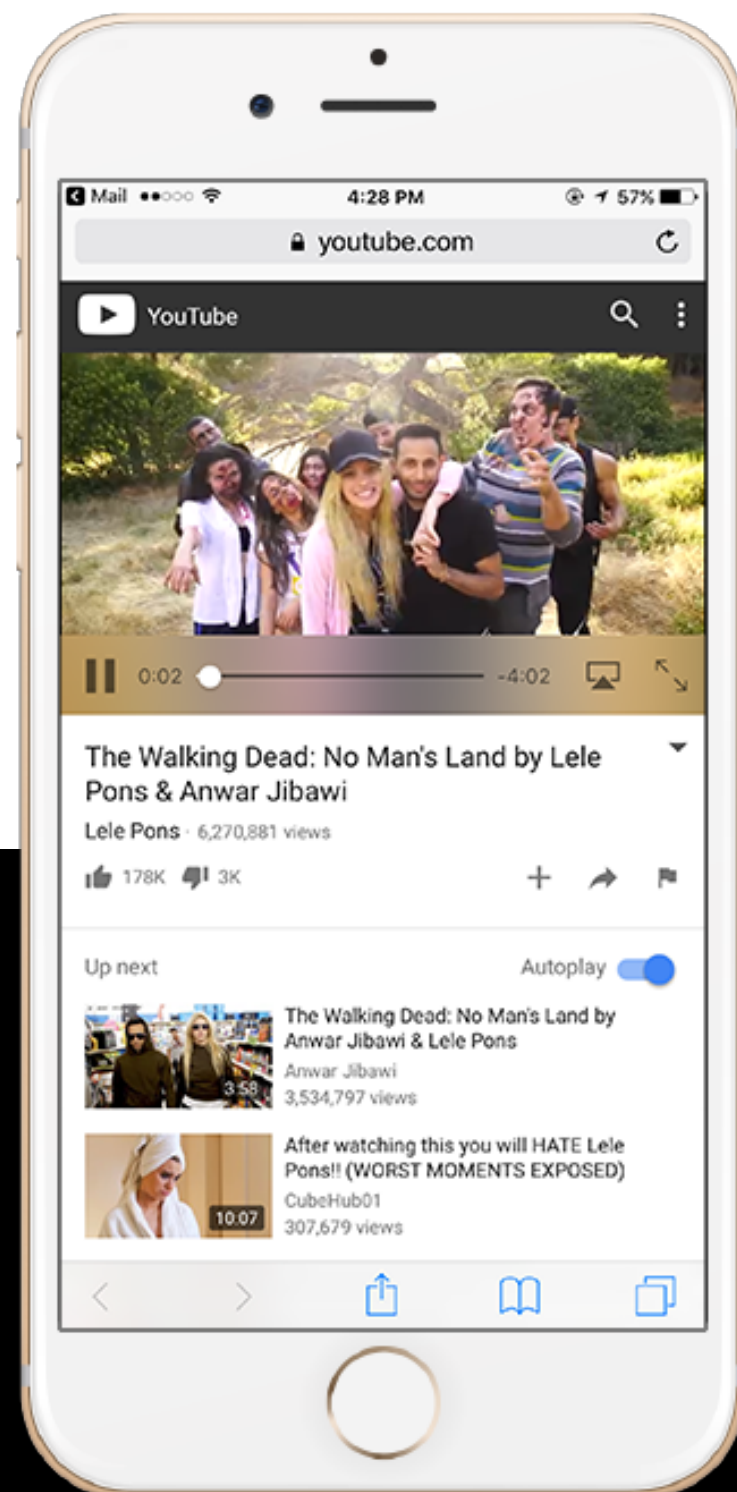
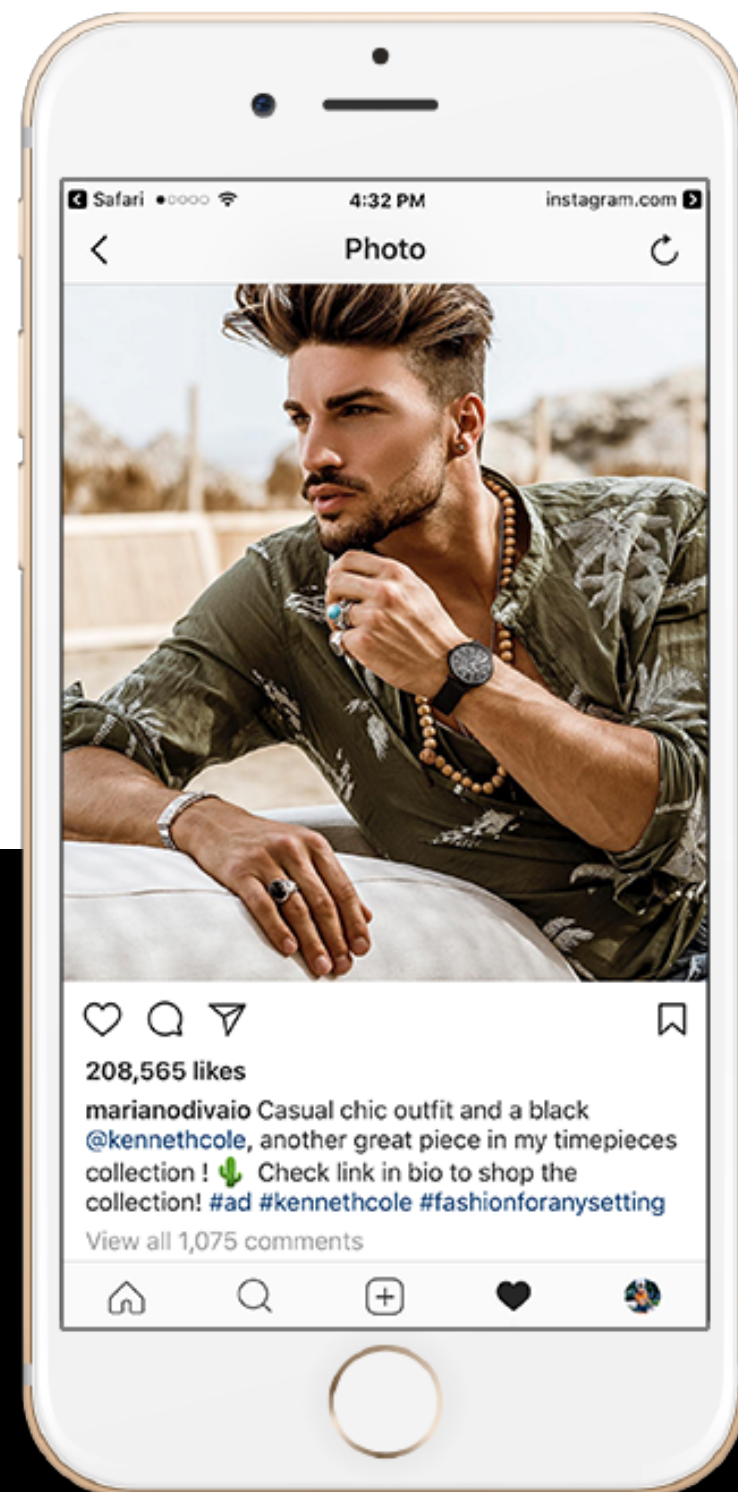




# FIND YOUR AUDIENCE ANYWHERE.

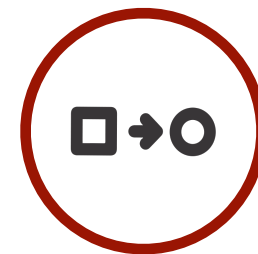
## *Cross-Social Platform Marketing*

Reach engaged audiences on their favorite platforms with the most creative and shareable content from highly influential social media creators.



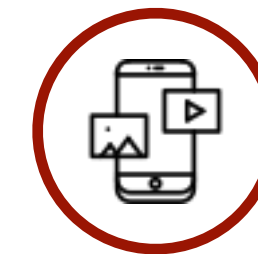


# BRAND SAFETY.



## THE RIGHT INFLUENCERS

The brand can have confidence that all influencers in the campaign meet their standards of brand safety, fit, and performance. Mediakix creates campaigns utilizing only top talent pre-vetted for all brand criteria.



## CONTROL OVER CONTENT

Mediakix ensures all influencers sign campaign-specific contracts requiring them to abide by brand guidelines and messaging points. The brand has the power to specify what goes into the content, and what shouldn't. No disparagement, swearing, nudity, etc is allowed.



## TRUE REVIEW

Mediakix provides the brand a preview of all influencer content before publication, giving the brand an opportunity to request changes and share feedback. No content can go live without the brand's approval.



## BULLETPROOF FTC COMPLIANCE

Mediakix tracks the FTC's frequent rule changes and publishes guidance for its clients. In campaigns, Mediakix ensures all influencers comply with FTC requirements within all sponsored content, verifying that all written, visual and verbal disclosures are properly included and formatted before publication.

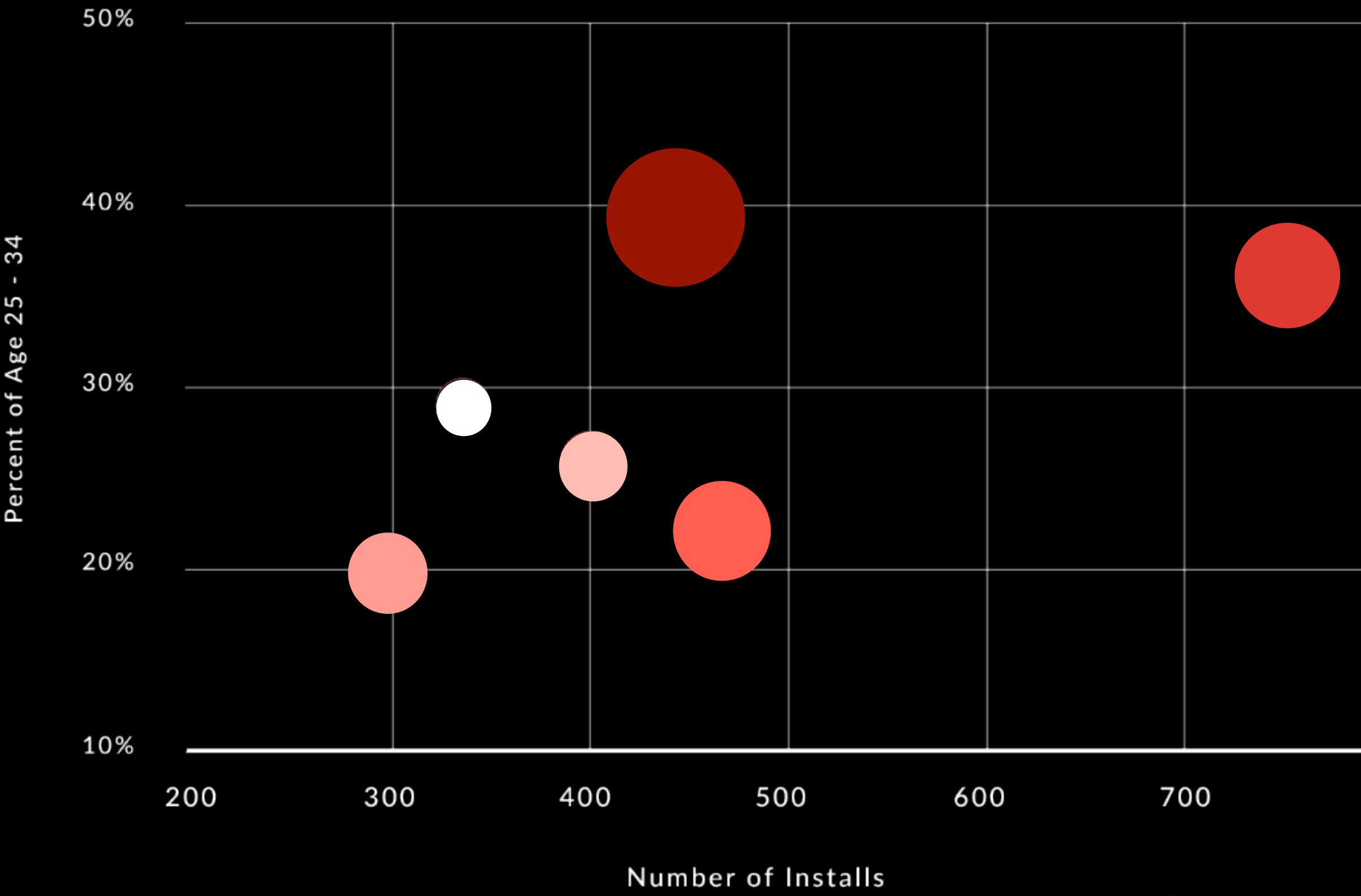


# MEASURE.

## Evaluate Campaign Success

Determine campaign performance based on key performance metrics including reach, impressions, engagement, click-through, and conversions to optimize campaigns for maximum effect and success.

## Mobile Game Installs vs. Percent of Audience



- Influencer #1
- Influencer #2
- Influencer #3
- Influencer #4
- Influencer #5
- Influencer #6



# RESULTS.

*See the Full Impact*

Mediakix goes beyond just the numbers and provides both quantitative and qualitative data so you can see the full effect of the campaign.

We offer audience comment analysis to take a deep dive into what is moving the consumer down the purchase funnel and how we can apply insights to refine future campaigns success.

## Comment Analysis: Brand Sentiment

*Luxury Hotel Campaign*







# THANK YOU.

FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:  
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TO LEARN MORE ABOUT INFLUENCER MARKETING, VISIT  
[MEDIAKIX.COM/BLOG](http://MEDIAKIX.COM/BLOG) FOR GUIDES & BRAND RESOURCES.

**[WWW.MEDIAKIX.COM](http://WWW.MEDIAKIX.COM)**