

WE ARE KOMODO



HOTELS - DESTINATIONS - BRANDS - INFLUENCERS

VELASSARU MALDIVES

CAMPAIGN OVERVIEW

Komodo took 5 of the UK biggest influencers away to the Maldives to shoot content for Boohoo's upcoming summer pieces. Staying at the Velassaru Maldives, throughout the trip the 5 influencers consistently posted and tagged the resort in each post and story resulting in a 4.5% growth on their social platform.

DELIVERABLES

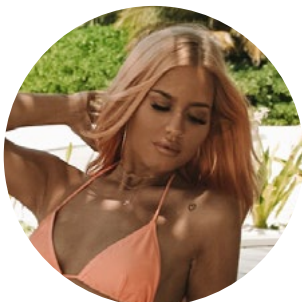
3 x Sponsored posts per influencer tagging the resort;
@velassarumaldives

Daily story mentions throughout the trip tagging the resort.

TRIP LOCATION

Maldives

INFLUENCERS



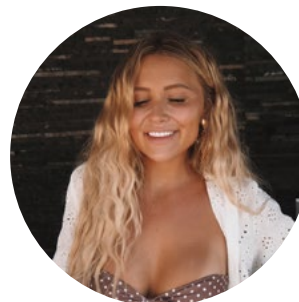
@LOTTIETOMLINSON
3.3 M FOLLOWERS



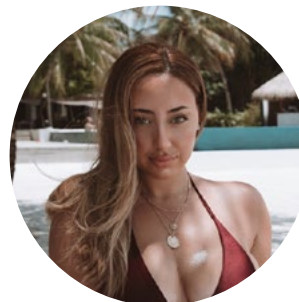
@LOUTEASDALE
3.5 M FOLLOWERS



@LAILALOVES
1.1 M FOLLOWERS



@SARAHHASHCROFT
972 K FOLLOWERS



@OKIAMYASMIN
212 K FOLLOWERS

CAMPAIGN RESULTS

TOTAL POSTS: **50**

TOTAL LIKES: **2,322,407**

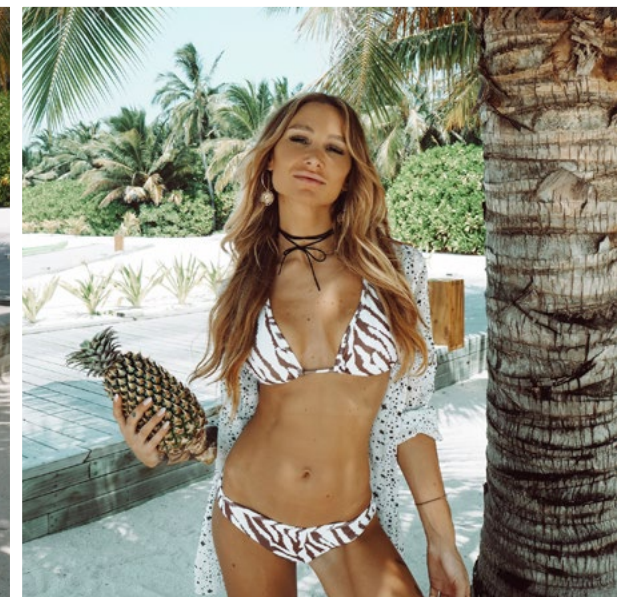
TOTAL COMMENTS: **19,753**

TOTAL VLOGS: **3**

TOTAL VIEWS: **96,939**

SOCIAL REACH: **9M**

GROWTH: **4.5%**



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