

WE ARE KOMODO



HOTELS - DESTINATIONS - BRANDS - INFLUENCERS

BOOHOO

CAMPAIGN OVERVIEW

We took Boohoo to Amsterdam to shoot a series of imagery and short fashion clips for their AW18 collection. KOMODO selected 6 diverse UK fashion influencers to use as models for the campaign shoot, who then promoted the content to wider markets through their social channels. We planned a fun filled trip to Amsterdam which promised beautiful backdrops and scenery to create some epic content.

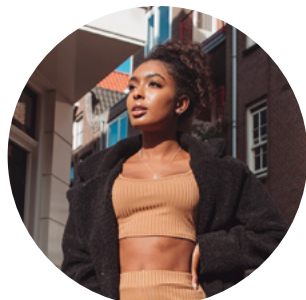
DELIVERABLES

- 1 x AW Campaign Video
- 30 x Campaign Images
- 2 x Sponsored posts per influencer
- 1 x Swipe up to shop per influencer
- 6 x 5-10 second influencer clips
- BTS Footage

TRIP LOCATION

Amsterdam

INFLUENCERS



@JOURDANRIANE
189 K FOLLOWERS



@YELENV
155 K FOLLOWERS



@PRETTYISICKLY
155 K FOLLOWERS



@SAFAALLOYD
22.4 K FOLLOWERS



@NADIAANYA_
221 K FOLLOWERS



@SARAHASHCROFT
920 K FOLLOWERS

CAMPAIGN RESULTS

TOTAL POSTS: **12**

TOTAL LIKES: **111,701**

SWIPE UP TO SHOP: **6**

TOTAL TAGGED POSTS: **27**

SOCIAL REACH: **1.7 M**

