

Peppermint Movie Augmented Reality Lens App

Influencer Campaign
2018

 WAY TO BLUE

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Management Brief:

- STX Entertainment engaged Way To Blue to assemble a group of “strong mom” influencers to use the Peppermint Movie Augmented Reality Facebook Lens App and share their photos or videos to their Instagram Stories for the purpose of awareness, reach, and engagement prior to the September 7th, 2018 release date for the film.
- **Key Achievements Included:**
 - Significant Social Reach **(610K+)**
 - High Social Viewership **(32,910K+)**
 - High Number of Conversions **(981+ Link Swipe Ups)**



Campaign Overview:

Objective:

- Create a social campaign with a group of “strong mom” influencers on Instagram.
- Optimize User-Generated Content (UGC) via the Instagram Story feature.
- Link back to the Augmented Reality Lens App via the swipe up feature within the Instagram Story feature.
- Included with each UGC post:
 - Official Hashtag: #PeppermintMovie
 - Link to AR Lens App.



Campaign Overview:

Goals:

- Generate awareness on Social Media, specifically on Instagram about the movie, *Peppermint* and Augmented Reality Lens App.
- Increase social reach by optimizing each influencer's followership.
- Increase social engagement by leveraging influencers on Instagram who have a high followership to engagement ratio per post.
- Leverage top performing posts by influencers on Instagram under the category of #FitMom.
 - #FitMom has **19,670,214** public posts (as of 9/12/18).



Influencers Engaged:

- #FitMom Influencers were targeted on Instagram prior to the release of the movie *Peppermint*.
- Influencers were between the ages of 25-44.
- Each influencer had a followership on Instagram ranging from **15K - 200K+**.
- All influencers were moms to one or more children ranging in ages from 5 - 19.
- The average combined post engagement for all influencers participating in the campaign is **10K+**.



#FitMom Influencer Profiles: Ingrid Romero



- Ingrid Romero, @ingridromero1
- Biography:
 - Wife and mother of twin boys.
 - Based in Los Angeles, CA.
 - Health, wellness, and fitness advocate.
- Instagram Followers: **216K**
- Average Post Engagement:
 - Photos: 3K+
 - Videos: 7K+



#FitMom Influencer Profiles: Jessica Enslow



- Jessica Enslow, @jessicaenslow
- Biography:
 - Wife and mother of 7 children.
 - Based in Utah.
 - Fitness, lifestyle, and family advocate.
- Instagram Followers: **168K**
- Average Post Engagement:
 - Photos: 4K+
 - Videos: 10K+



#FitMom Influencer Profiles: Ana Gutierrez



- Ana Gutierrez, @fit.ana.gutierrez
- Biography:
 - Wife and mother of 2 children.
 - Based in San Antonio, TX.
 - Health, fitness, and motivation.
- Instagram Followers: **15.1K**
- Average Post Engagement:
 - Photos: 500
 - Videos: 1K+



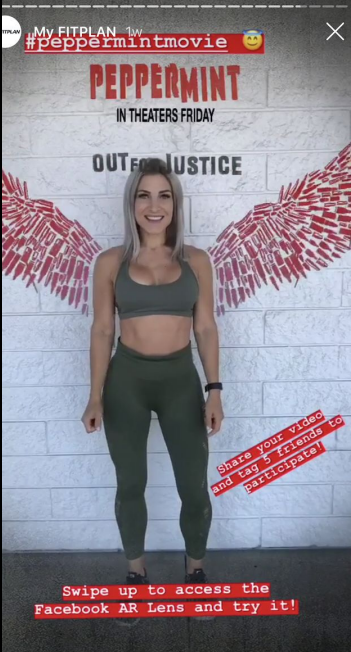
#FitMom Influencer Profiles: Sunny Knows



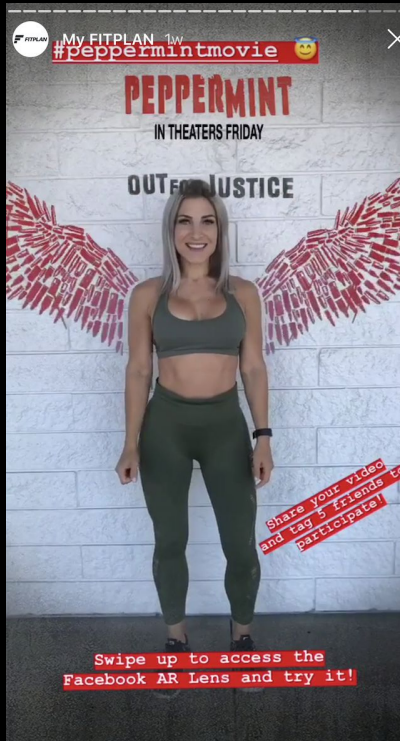
- Sunny Knows, @sunny_knows
- Biography:
 - Wife and mother of a son.
 - Health and fitness.
 - Lifestyle posts.
- Instagram Followers: **211K**
- Average Post Engagement:
 - Photos: 4K+
 - Videos: N/A



Influencer Posts with *Peppermint* AR Lens



Ingrid Romero Instagram Story Insights



- Influencer: Ingrid Romero, @ingridromero1
- Platform: **Instagram Story**
- Posting Date: **Tuesday, September 4th**
- Views: **3,756**
- Swipe Ups: **221**



Jessica Enslow Instagram Story Insights



- Influencer: Jessica Enslow, @jessicaenslow
- Platform: **Instagram Story**
- Posting Date: **Saturday, September 1st**
- Views: **6,926**
- Swipe Ups: **276**



Ana Gutierrez Instagram Story Insights



- Influencer: Ana Gutierrez, @fit.ana.gutierrez
- Platform: **Instagram Story**
- Posting Date: **Thursday & Friday, September 6th & 7th**
- Views: **2,096**
- Swipe Ups: **133**



Sunny Knows Instagram Story Insights



- Influencer: Sunny Knows, @sunny_knows
- Platform: **Instagram Story**
- Posting Date: **Thursday, September 6th**
- Views: **20,132**
- Swipe Ups: **351**



Campaign Summary:

- Total Combined Reach: **610K+** users on Instagram & Instagram Story
- Total Combined Views: **32,910K+** views from users on Instagram.
- Total Combined Instagram Story Swipe Ups: **981+**
- Highest ROI: Influencer, @sunny_knows
 - Engagement Rate: **2.59%**
 - Price per Post (1): \$470
 - Views: 20K+
 - Swipe Ups: 351
- Other:
 - #PeppermintMovie on Instagram: **2,341 Public Posts**



Campaign Summary:

- User-Generated Content:
 - Organic posts on social media from unpaid users.



Campaign Summary:

By targeting and optimizing “strong mom” influencers on Instagram and tapping into the #FitMom audience to promote the use of the Peppermint Movie Facebook AR Lens, the app gained a substantial amount of awareness on social media. The selected influencers cohesively matched Peppermint Movie’s aesthetic and tone, while adding a softer, more relatable element to its approach to awareness and promotion. All of the influencers reported having a positive experience with the use of the app itself and participating in the influencer campaign on Instagram.



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