

# ANOTHER IMPACTFUL STORY BY 361 DEGREES



## Vaseline SPF24 Influencer Engagement Program

### Need:

Already launched in the market, Vaseline SPF24 required a massive social media engagement campaign in order to boost brand awareness and gain market traction. Based on their needs assessment, it was evident that our concept needed to have scale, originality and focus.

### Solution:

A high-end garden party to host 24 high-level social media influencers with a combined reach of over 3 million followers.

- Physical endurance activities (with the intention of breaking the stereotype of beauty care influencers being unable to make an association with outdoor activity)

> Kayaking challenge

> Archery tag

> The Great Wall climb

> Cycling

### Key points to be noted:

- Ensuring participant safety was a top priority and each activity was closely monitored by professional experts with emergency medical response teams on standby at the venue.

- To overcome boredom setting in during waiting time, filler activities were carried out to keep participants engaged throughout.

- In order to deliver an upmarket experience, as required by the client, Waters Edge Colombo was selected as the event venue.

### Result:

A highly engaged participation that resulted in the largest social media outreach campaign rolled out in Sri Lanka, EVEN AS AT TODAY!

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