

# THE MARRAKESH E X P E R I E N C E

16th-23rd May 2019

## CAMPAIGN OVERVIEW

The Ace Experience has chosen Marrakech to **create epic content** highlighted by the most **in-vogue Australian influencers**.

Our partners **The Riad Shiraz, Benefit Australia, Go Get Glitter and Oh Polly** were the perfect match for this exotic getaway.

The balance between our **luxurious and authentic spots** allowed our creative team **to catch the best images**, and our talents **to create the best memories**.

*Content is powerful, experiences are unforgettable.*

## DELIVERABLES

40 x Campaign Images

6 x Mandatory sponsored posts per influencer

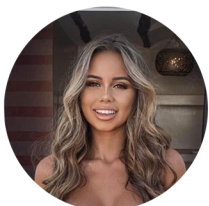
2 x Swipe up per influencer

> 26 x Stories per influencers

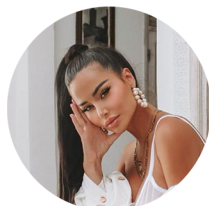
## TALENTS



@tahliaskaines



@tarsha.whitmore



@adelegrisoni



@hannah\_perera



@dominiquelissa



@brooklynkelly

## CAMPAIGN RESULTS

TOTAL POSTS : **82**

TOTAL LIKES : **+5M**

TOTAL COMMENTS : **+30K**

TOTAL SOCIAL REACH : **23,6M**

TOTAL INTERACTIONS : **+5,3M**

TOTAL VLOGS : **3**

AIRBNB IMPRESSION INCREASE : **200%**

OCCUPANCY GROWTH : **53%**

