



# One Time, in New Orleans

**NOTMC Influencer Activation  
Halloween x Krewe of Boo! Parade  
Recap Report  
WIP: 12.2.19**

# NOTMC x Krewe of Boo! Halloween Recap

## OVERVIEW

To tell the story of Halloween, New Orleans-style, we partnered with two travel photographers and a family of four to experience what may be a lesser-known activity to the out-of-towner, yet the ultimate New Orleans experience leading up to Halloween: The Krewe of Boo! Parade.

All three partners over-delivered by posting more than they were contracted to, effortlessly showcasing New Orleans and its spooky charm, and positioning the city as the best place to celebrate Halloween for travelers, across all ages and interests.

## Total Influencer Results

**11.4MM**  
Potential Impressions

**578K**  
Actual Impressions

**12.5K**  
Actual Engagements

**7%**  
Engagement Rate

**33**  
Contracted  
Social Posts  
3 Instagram Posts  
30 Instagram Stories

**138**  
Added Value  
Social Posts  
3 Instagram Posts  
135 Instagram Stories

## Our Partners



**ILANA WILES**  
166K Followers  
7% Engagement Rate\*



**TYSON WHEATLEY**  
610K Followers  
3% Engagement Rate



**PAOLA FRANQUI**  
235K Followers  
10% Engagement Rate

*\*Note: Engagement rates based on NOTMC campaign*



## LEARNINGS & WINS

- Partners provided a diversity of content showcasing the parade from both the family and photographer/solo traveler angle, highlighting that Halloween in New Orleans has something for everyone.
- Equipped with a bank of influencer content, NOTMC can organically repurpose the photographers' assets on their social channels and website leading up to Halloween 2020.
- Natural disasters in New Orleans (such as the collapse of the Hard Rock Hotel in the days leading up to the parade) make planning for large-scale events difficult and emphasize the necessity of ensuring that all reservations and activities are reimbursable. Although the parade marched according to plan, we were able to devise an alternate plan in case of emergency due to quick thinking and strong teamwork.







# All Static Posts

Influencer	Post Type	Link to Post
Contracted Posts		
Tyson Wheatley	IG In-Feed Carousel	<a href="https://www.instagram.com/p/B4NQ20ulWsa/">https://www.instagram.com/p/B4NQ20ulWsa/</a>
Paola Franqui	IG In-Feed Carousel	<a href="https://www.instagram.com/p/B4ShqREpwbU/">https://www.instagram.com/p/B4ShqREpwbU/</a>
Ilana Wiles	IG In-Feed	<a href="https://www.instagram.com/p/B4Nfx7lj35b/">https://www.instagram.com/p/B4Nfx7lj35b/</a>
Ilana Wiles	IG In-Feed	<a href="https://www.instagram.com/p/B4OMJ2PjJ79/">https://www.instagram.com/p/B4OMJ2PjJ79/</a>
Ilana Wiles	IG In-Feed	<a href="https://www.instagram.com/p/B4Psh0MDK20/">https://www.instagram.com/p/B4Psh0MDK20/</a>
Added Value Posts		
Ilana Wiles	IG In-Feed	<a href="https://www.instagram.com/p/B4L9jEDD-bu/">https://www.instagram.com/p/B4L9jEDD-bu/</a>
Ilana Wiles	IG In-Feed	<a href="https://www.instagram.com/p/B4RASxgjHld/">https://www.instagram.com/p/B4RASxgjHld/</a>
Tyson Wheatley	IG In-Feed	<a href="https://www.instagram.com/p/B4PqX27l7-_/">https://www.instagram.com/p/B4PqX27l7-_/</a>



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Thank You!