



#LIVETHEFRENCHWAY  
INFLUENCER CAMPAIGN

//

POST CAMPAIGN REPORT

NOVEMBER 2019



SOFITEL  
HOTELS & RESORTS



# 01

## THE IDEA



THE TRADITIONAL MARKETING LANDSCAPE HAS EVOLVED...AND THE SOFITEL TEAM KNOW THIS.

**THE NEED:**

THE SOFITEL BRAND NEEDED A CAMPAIGN THAT GENERATED MASS AWARENESS FOR THE BRAND'S NEW 'LIVE THE FRENCH WAY' POSITIONING, AND A SUITE OF CONTENT FOR BOTH BRAND AND PROPERTY MARKETING CHANNELS, ALL OF WHICH COMMUNICATING TO CONSUMERS THE NEW 'LIVE THE FRENCH WAY' BRAND MESSAGING.

**THE SOLUTION:**

THE #LIVETHEFRENCHWAY  
INFLUENCER FAMIL



## THE WHAT

THE SOFITEL BRAND TEAM HOSTED THE LARGEST MEDIA FAMIL EVER UNDERTAKEN BY ACCOR PACIFIC.

RECRUTING 9 SOCIAL MEDIA INFLUENCERS, THE BRAND TEAM WAS ABLE SHOWCASE THE VERY BEST OF OUR LUXURIOUS SOFITEL PROPERTIES, AND MORE IMPORTANTLY COMMUNICATE TO CONSUMERS, SOFITEL'S NEW #LIVETHEFRENCHWAY BRAND POSITIONING, KEEPING THE SOFITEL BRAND TOP OF MIND FOR CONSUMERS.

THE INFLUENCERS TRAVELLED ACROSS FIVE CITIES AND VISITED ALL SIX AUSTRALIAN SOFITEL PROPERTIES, OVER SEVEN DAYS.



# THE WHO

INVITED  
INFLUENCERS



KIARA KING  
@LIONINTHEWILD  
27.0K  
OUTFITS & TRAVEL



CHRISTINA FEVRE  
@LOVE.CHRISTINA.XO  
149K  
TRAVEL, FASHION, BEAUTY & HEALTH



CHRIS ELDRIDGE  
@CHRISLDRIDGE...  
421K  
STYLE & HEALTH



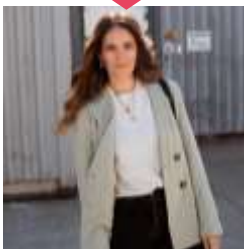
SHAE-LEE SHACKLEFORD  
@SHAELEESHACK / @SHESKETCH  
2.2M  
TRAVEL, STYLE & PERSONALITY



ZUZU GALOVA  
@THEYCALLMEZUZU  
32.7K  
CONTENT & STYLE



INFLUENCER  
GUEST



JENELLE WITTY  
@INSPIRINGWIT  
31.9K  
FASHION, BEAUTY & TRAVEL



MADLINE WEAVER  
@THEWININGHILLS  
16.2K  
TRAVEL & STYLE



ZARAYN KNIGHT  
@ZARAYNNKIGHT  
10.2K  
FASHION & LGBT+



RUSSEL QUEAY  
@RUSS.RAVEN  
21.9K  
PERSONALITY & TRAVEL



PETER SEDLACIK  
@PETERSEDLACIK  
41.8K  
PHOTOGRAPHY

*Chosen either because of their reach, engagement or content creation style & skill*



## 02 THE RESULTS





# OVERALL CAMPAIGN RESULTS

# 4,384,499

TOTAL CAMPAIGN REACH

# 4,687,968

Impressions Generated

# 223,751

Total 'Likes'

# 16,568

Social Media Comments



# 794

Created Content Pieces

# 520

Instagram Stories Shared

# 102

In-feed Instagram Posts





# INDUSTRY RECOGNITION



## THE WHAT

The Right Fit, Australia's leading influencer marketplace, wrote a blog article on the campaign, highlighting the cactivation's great success in achieving both high brand awareness and a copious amount of sensational social content.

## THE WHERE

The coverage was posted on The Right Fit's blog and shared out via eDM to The Right Fit's email database. The article was also shared across The Right Fit CEO, Taryn Williams' LinkedIn page (over 30,000 connections), as well as The Right Fit's social channels.

## THE REACH

AN INDUSTRY REACH OF MORE THAN 76,000 PEOPLE.

## THE WHAT

After being identified by industry leaders as a best-case use of influencer marketing, Accor were invited to speak at Maximum Occupancy, a two-day Accommodation industry conference, on the Sofitel Influencer Campaign, focusing on best practice when working with Influencers.

## THE REACH

THE CONFERENCE SPOKE TO OVER 250 PROFESSIONALS ACROSS THE ACCOMODATION INDUSTRY, WHO ATTENDED THE TWO-DAY CONFERENCE.



03

# INDIVIDUAL HOTEL RESULTS



# SOFITEL GOLD COAST BROADBEACH RESULTS

# 734,386

REACH OF SOFITEL GOLD COAST BROADBEACH CONTENT

## 801,162

Impressions Generated

## 33,976

Total 'Likes'

## 2,346

Social Media Comments



## 132

Created Content  
Pieces

## 54

Instagram Stories  
Shared

## 15

In-feed Instagram  
Posts



# SOFITEL BRISBANE CENTRAL RESULTS

# 885,715

REACH OF SOFITEL BRISBANE CENTRAL CONTENT

## 954,874

Impressions Generated

## 36,658

Total 'Likes'

## 2,911

Social Media Comments



## 99

Created Content  
Pieces

## 91

Instagram Stories  
Shared

## 19

In-feed Instagram  
Posts





# SOFITEL NOOSA PACIFIC RESORT RESULTS

871,531

REACH OF SOFITEL NOOSA PACIFIC RESORT CONTENT

906,935

Impressions Generated

42,117

Total 'Likes'

2,825

Social Media Comments



165

Created Content  
Pieces

103

Instagram Stories  
Shared

21

In-feed Instagram  
Posts



# SOFITEL MELBOURNE ON COLLINS

# 605,022

REACH OF SOFITEL MELBOURNE ON COLLINS CONTENT

## 645,207

Impressions Generated

## 36,728

Total 'Likes'

## 2,604

Social Media Comments



## 130

Created Content  
Pieces

## 73

Instagram Stories  
Shared

## 17

In-feed Instagram  
Posts



# SOFITEL SYDNEY DARLING HARBOUR

# 792,481

REACH OF SOFITEL SYDNEY DARLING HARBOUR CONTENT

## 872,862

Impressions Generated

## 39,313

Total 'Likes'

## 3,117

Social Media Comments



## 166

Created Content Pieces

## 90

Instagram Stories Shared

## 16

In-feed Instagram Posts



# SOFITEL SYDNEY WENTWORTH

# 476,270

REACH OF SOFITEL SYDNEY DARLING HARBOUR CONTENT

## 476,270

Impressions Generated

## 34,959

Total 'Likes'

## 2,765

Social Media Comments



## 104

Created Content Pieces

## 62

Instagram Stories Shared

## 15

In-feed Instagram Posts





MERCI  
BEAUCOUP.

