



Coastline Creatives Veganuary House

Review & Summary

January 2023

Event Overview

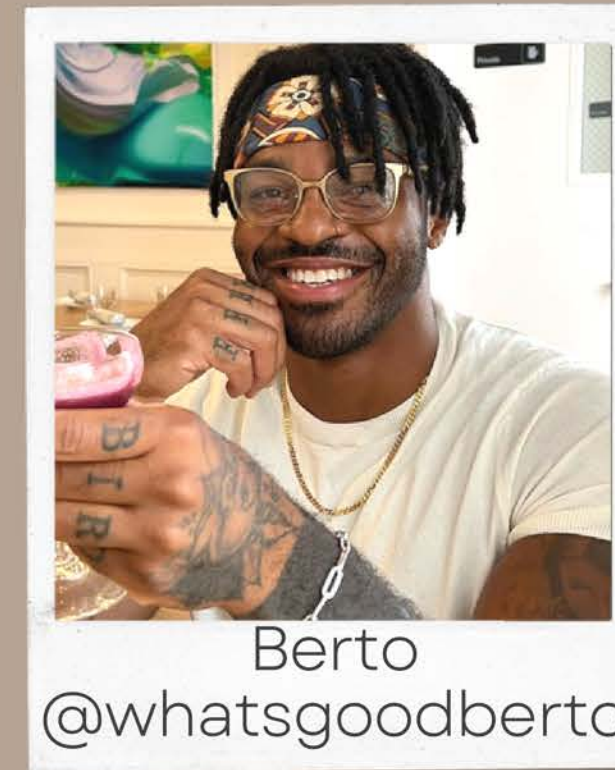
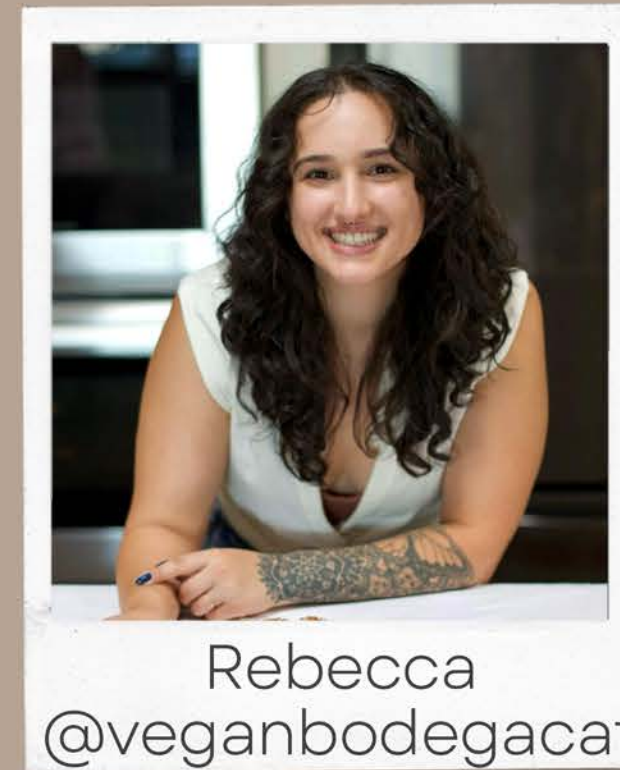
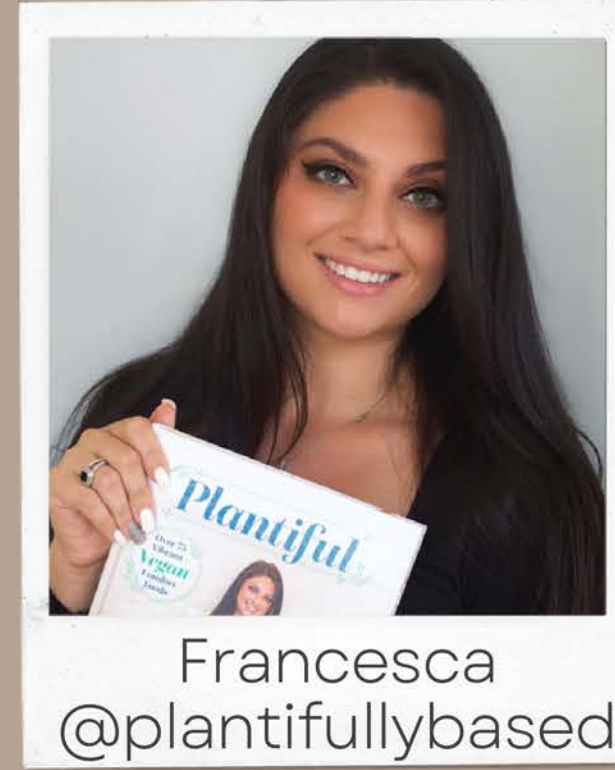
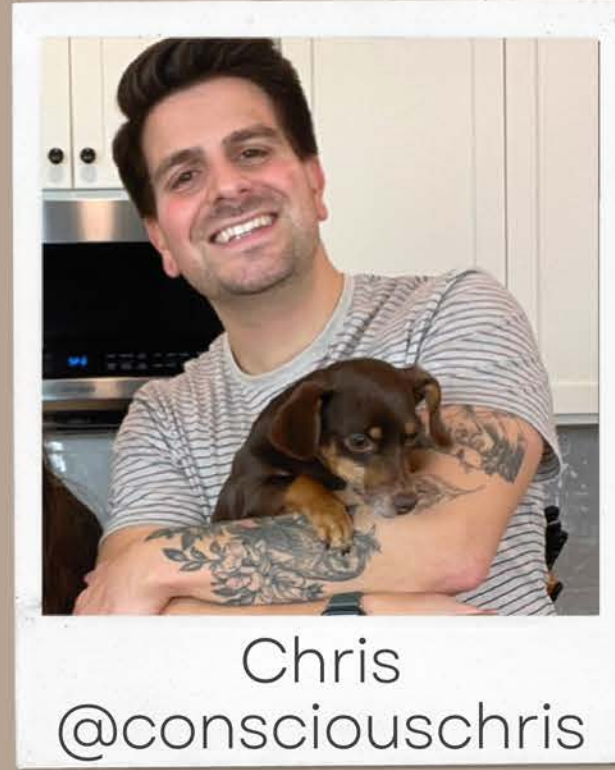
In January 2023, we hosted a diverse group of Vegan Creators in a luxury home located in Destin, FL, providing them with a fresh space to create and commemorate the start of the New Year.

Our goal with the house was to provide opportunities for brands to be included in moments of creativity and celebration, through community-building activities and exploration of the iconic place we were visiting.

As a result, we were able to produce a combination of sponsored content, galleries of images and video content for brand use, and strategic cross-promotion of sponsored content amongst the attendees.



Creators



Vitalite



BRAND PARTNERS

Le Parfait


COASTLINE
CREATIVES



Vitalite



Our effort with this brand was to celebrate Veganuary through creating vegan recipes using their 6 varieties of dairy-free cheese. Creators were excited to prepare delicious appetizers, cozy baked goods, and dinner meals highlighting Vitalite's delicious taste, creamy texture, melting performance, and visual appeal.

SCOPE OF WORK:

- 6 dedicated Instagram Reels with syndication to TikTok, inclusive of one recipe per influencer
- 1 dedicated Instagram Stories (3 frames) from six influencers
 - Stories included UTM links and brand tag
- Full recipe rights given to brand to live on brand website and social channels in perpetuity
- 18 high-res images and full image usage rights given to brand
- Gallery of 13 additional images for brand full digital usage by the Brand
- 18 cross-promotion shares of all IG Reels
- 1 month paid usage and whitelisting



Le Parfait

Our creators worked with this brand to promote, serve, and store recipes out of a variety of Le Parfait canning jars. They especially enjoyed the ability to have a vessel on-site to preserve healthy, natural food, reduce waste, and provide enjoyment of homemade cooking.

SCOPE OF WORK:

- 1 dedicated Instagram Story with 3 frames from six influencers
 - Stories to include links to purchase and brand tag
- 1 month of paid usage for all content
- Gallery of 5 additional images for brand digital use for one (1) year



Key Learnings



CRAFT A CALM, CLEAN, AND EFFICIENT WORKSPACE

- We were able to have creators on site for 5 days providing them with enough time to shoot, edit, and submit content while on site
- A designated person was hired to clean the house during the day, which helped creators have access to all the spaces and materials they could need each day
- A cooking schedule and color coordinated sticky notes helped keep creators on task in the appropriate spaces and kept cooking materials labeled

DESIGN OPPORTUNITIES TO TRADE THOUGHTS, SKILLS, AND TIPS

- Group dinners provided significant value to brands and creators alike, giving them a time and place to exchange ideas, share goals, and discuss the industry of their craft.
- Our creators are diverse, and it's our responsibility to honor that and plan moments where our highly talented creators are able to inform each other with their different levels of education and skill sets.

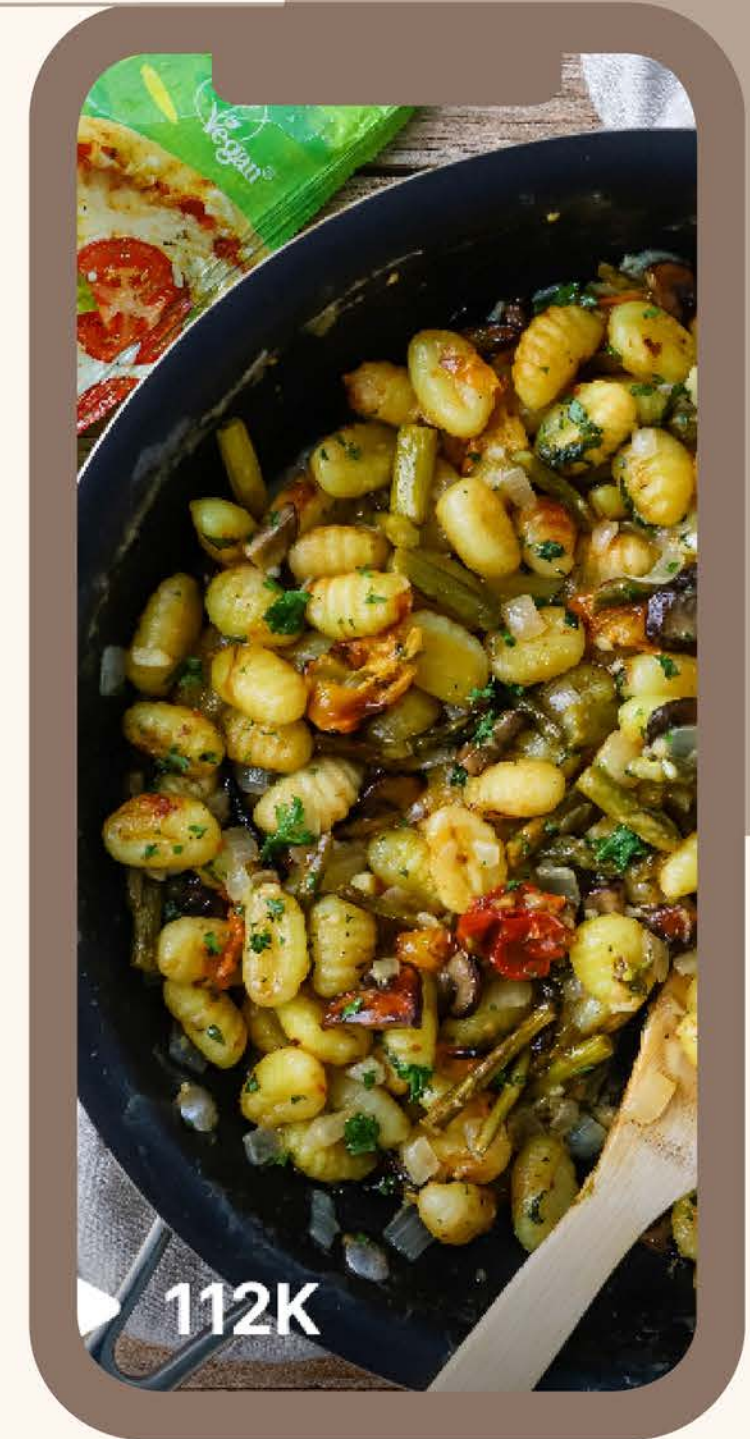
Valuable Wins

HIGH PERFORMING CONTENT

- An Instagram Reel featuring a Creamy Roasted Gnocchi recipe created by @sweetsimplevegan for Vitalite garnered over 112k views

BRAND MAXIMIZATION

- There were 145 navigations to the Vitalite IG account and the view rate for Instagram content was 27.3% across all creators
- Le Parfait vessels were used throughout the days on-site and were shared organically while creators prepared and stored various recipes
- The Coastline Creatives team communicated with Vitalite and Creators to coordinate recipe concepts for brand approval prior to creating content at the house. This ensured Brand needs were met by dividing up products and providing unique recipes.



A Look At The Numbers

5

Total Days Together

313,073

Total House Plays

22,129

Total House Interactions

18

Cross Promotion Reshares

5,672

Total Saves

100+

Total Number of Assets
Provided



ADDED VALUES

- Our team at Coastline Creatives hired an on-site videographer to capture bonus content at the house.
 - This additional personnel allowed us to produce two roundtable videos/podcast, where a few of our creators spoke as guests
 - Roundtable Video 1 & Roundtable Video 2
 - With extra video footage, we were also able to provide insider access and a behind-the-scenes look into the event on the Coastline Creatives IG
- Before each of our creators arrived at the house, we gave them a customized deck containing a schedule, total scope of work per brand, and a reminder of proper disclosure guidelines for all social platforms.
 - As a result of our preparation, not a single piece of content was removed so every brand truly benefited from evergreen placement.

January 2023



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Veganuary House Guide

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Mood Board Moments

