



Coastline Creatives Fall Foodie House

Review & Summary

October 2022

Event Overview

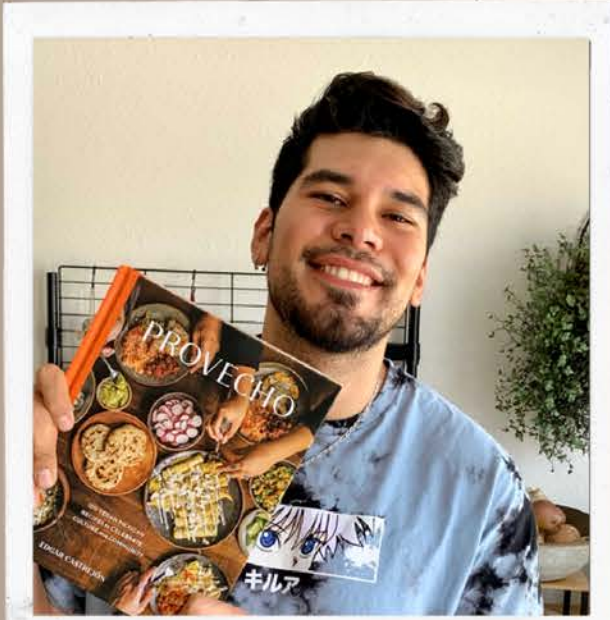
In October 2022, we hosted a diverse group of vegan/plantbased Creators in a luxury home located in Coachella Valley, CA, providing them with a fresh space to create and learn from each other.

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



Edgar
@Edgarraw



Zuliya
@naturallyzuzu



Anisha
@upbeetanisha



Rebecca
@veganbodegacat



Rachel
@rachelsteenland



Francesca
@myplantbasedkitchen



Berto
@whatsgoodbert0

WhatIF Foods



BRAND PARTNERS

Mikasa



COASTLINE
CREATIVES



WhatIF Foods



Our effort with this brand was to create vegan and plant based recipes using their BamNut Milk and instant noodles. The creators had fun cooking unique recipes where they were able to serve the CEO, Chris and Marketing lead, Sabine on-site for a dinner featuring their products.

SCOPE OF WORK:

- 7 dedicated Instagram Reels with syndication to TikTok & 1 additional static post from @edgarraw
- 2 dedicated Instagram Stories (6 frames) from seven influencers
 - Stories included UTM links and brand tag
- 2 Youtube video brand inclusions from:
 - @veganbodegacat & @whatsgoodberto
- Gallery of 34 additional images for brand digital use for 1 year
- 22 cross-promotion shares of all IG Reels





Mikasa

Our creators worked with this brand to promote and serve recipes on Mikasa's new vegan bone china. Not only did the recipe's turn out delicious, but the dinnerware was the star of the show highlighting the beautiful design and high quality.

SCOPE OF WORK:

- 1 dedicated Instagram Reel with recipes from 2 primary influencers: @naturallyzuzu & @rachelsteenland
- 1 dedicated Instagram Story with 3 frames from seven influencers
 - Stories to include links to purchase and brand tag
- 1 month of paid usage for "primary content"
- Gallery of images/videos for brand digital use for 1 year - brand able to select 5 assets out of the full gallery



Key Learnings



CRAFT A CALM, CLEAN, AND EFFICIENT WORKSPACE

- Houses should span at least five nights, providing an environment for creators to focus on their work without being rushed and leaving room for any unanticipated complications
- A designated person will be hired to clean the house during the day, helping creators have access to all the spaces and materials they could need each day

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 creative and passionate influencers were able to inform each other with their different levels education and skillsets.

Valuable Wins

VIRAL CONTENT

- An Instagram Reel and TikTok video featuring a Butter Cauliflower recipe created by @upbeetansiha for WhatIF Foods hit:
 - **1M IG views and 800K TT views**

BRAND MAXIMIZATION

- Creators overdelivered 19 additional assets for WhatIF Foods
 - The view rate for Instagram content was 155% across all creators
- Mikasa dinnerware was used throughout the 3 days on-site and shared organically while creators plated various recipes
- The Coastline Creatives team communicated with the Brands 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

3

Total Days Together

2,056,795

Total House Plays

267,030

Total House Interactions

21

Cross Promotion Reshares

44,334

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 a roundtable video/podcast, where a few of our creators spoke as guests
 - With the extra video footage, we were also able to execute a hype video, providing insider access and a behind-the-scenes look into the event
- 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 benefitted from evergreen placement.

Fall 2022



@edgarraw

COASTLINE
CREATIVES

Foodie House Guide



Mood Board Moments

