

TRAVEL BRAND INFLUENCER
MARKETING CASE STUDY

#StrawlessSkies: Earning 1.6 Million Impressions

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Summary

#StrawlessSkies was an innovative way to push the travel industry forward with grassroots influencer support.

MAIN GOAL

A major airline wanted to raise awareness of its momentous environmental decision to drop plastic straws across all their flights. With a \$25,000 budget they aimed to launch an influencer campaign on Instagram.

GOAL 01

Raise awareness of the airline's decision to remove all plastic straws from their flights.

GOAL 02

Create authentic and beautiful user generated content and inspire an industry.

In celebration of their effort called #Strawless Skies, the airline wanted to assemble a network of influencers to help spread the word via a series of vibrant social content.

The influencers should be authentically engaged with the mission and reach young flyers located in the region of the airline's main routes.

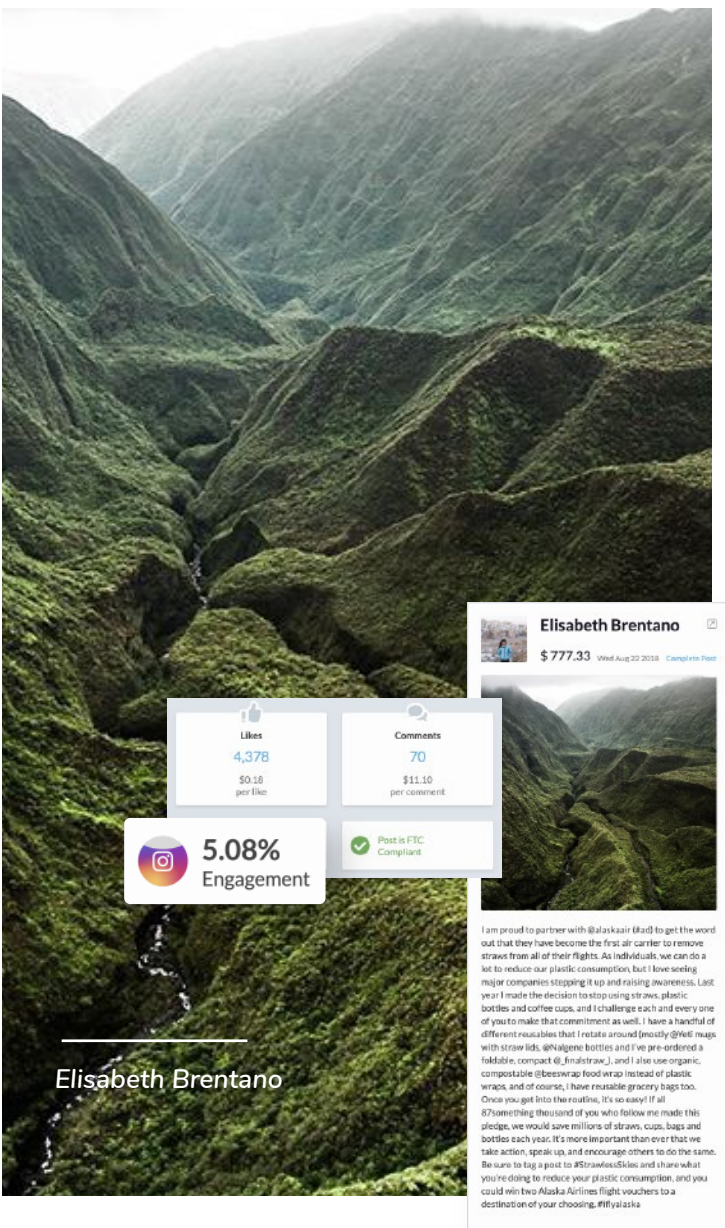
Influencers should be enthusiastical travelers of places with natural beauty, who would be aligned with the mission and further the environmental initiative with their audiences.

ANCILLARY GOALS

As an ancillary goal, the airline wanted to prompt a spirited and authentic conversation around #StrawlessSkies while developing inspiring user-generated content on Instagram.

Secondly, using social influence they would stress the importance of taking a stand — and as one of the first airlines taking initiative, other airlines would follow along.

Talent Summary + Discovery

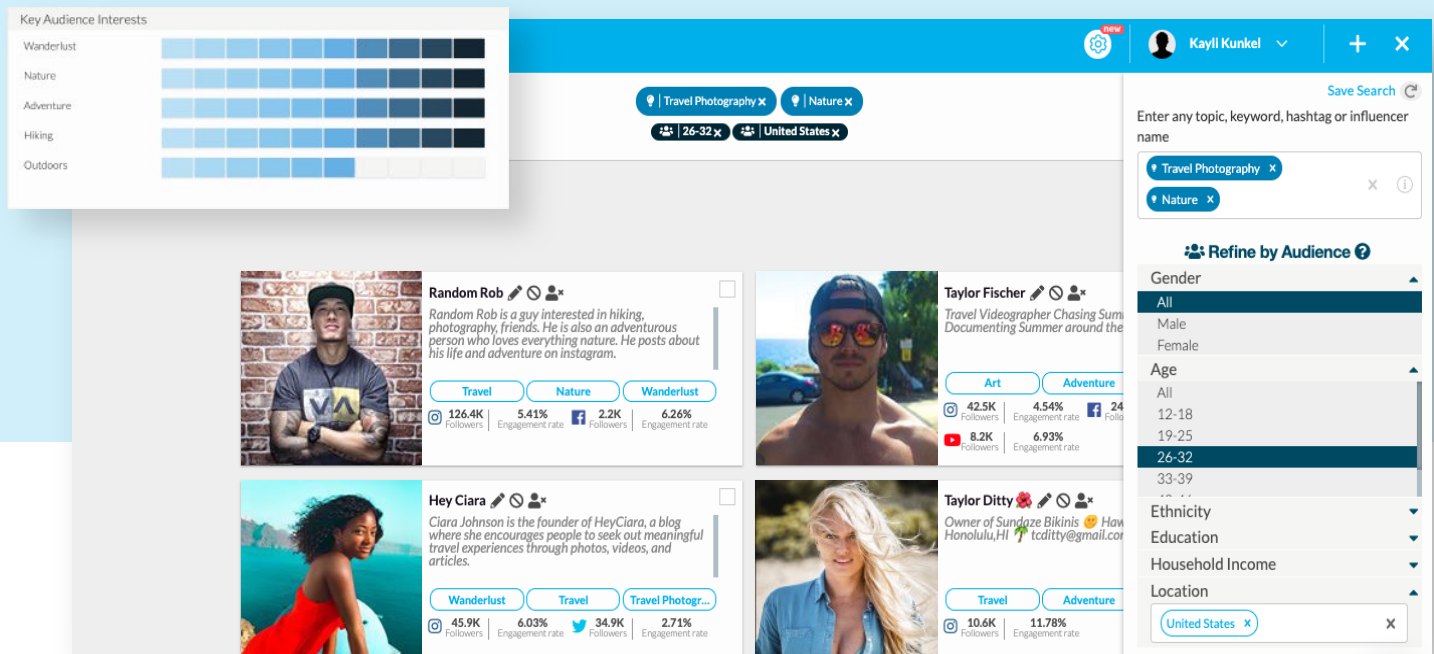


It was important to have a truly inspired and authentic conversation to meet the campaign's goals. Millennials and Gen-Z in particular are natural at identifying inauthentic content on Instagram, and they prefer genuine experiences. So finding influencers with the right audience engagement and personality was critical. They needed to be truly aligned with the mission, not just figureheads.

INFLUENCER CRITERIA:

- Influencers in the US with US-based audiences, primarily in the west coast and midwest where the airline flies.
- Audience interests in photography, hiking, biking, skiing.
- 26-32 in age; young adults who make travel decisions.
- Those with audiences passionate about nature.

18 influencers with audiences interested in travel, nature, photography, and wanderlust, and living in the West Coast.



To eliminate the need to manually find influencers and the guesswork with understanding their audience demographics and health, the airline partnered with HYPR: an influencer platform with 12 million+ discoverable influencers that allows sorting by topics and demographics, as well as tools to manage relationships with creators and measure their impact.

Using HYPR's search and discovery tool, the airline did a vertical search of influencers having social conversations around environment, travel, nature, biking, hiking — people living in the outdoors. They instantly filtered even further by demographic and geographic data, then assessed engagement rates for their audiences. It's not all about follower counts; it's about finding the right people to engage the airline's audience.

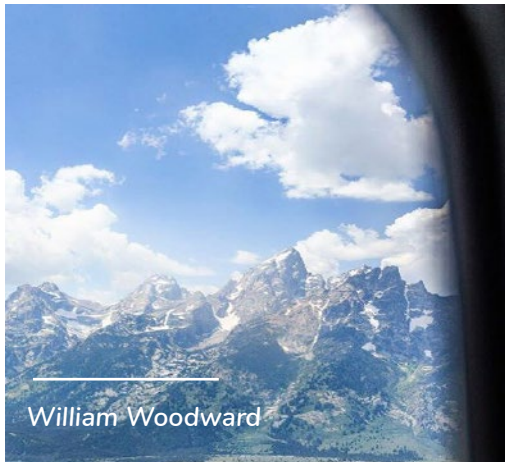
HYPR's dedicated account team reached out to 100 people and received an astonishing 50 responses — the excitement and alignment around the campaign was high. The airline selected 18 influencers created a total of over 100+ pieces of original content for this program. Each influencer used this content to tell stories of what they were doing to reduce their carbon footprint, inspired by the airline's commitment to doing the same.

INFLUENCER REACH

FOLLOWERS (INFLUENCERS)

1.3M-1.5M | 54 POSTS

Campaign Reach



The campaign reached 1.4 million unique followers and earned 2.3 million impressions for the cost of \$25,000 — an astonishing reach for the investment.

The campaign also reached an additional 200,000 followers as added value due to sharing and tagging.

The Campaign earned 2.3M impressions for a cost of \$25,000.

	TOTAL IMPRESSIONS	TOTAL UNIQUE REACH	COST PER IMPRESSION
👁️	2.3M	1.84M	\$0.01

	INSTAGRAM POSTS	IMPRESSIONS	UNIQUE REACH
📷	54	1.96M	1.53M

	INSTAGRAM STORIES	IMPRESSIONS	UNIQUE REACH
📺	54	336K	303K

Campaign Engagement

179k

Likes

3.4k

Comments

182k

Followers

4%

Engagement Rate



ENGAGEMENT RESULTS

The campaign earned 4% engagement rate, nearly 4x industry average (the percentage of followers reached that engaged with a like or comment), for a cost of \$0.14 per like.

The airline successfully emphasized the importance of taking a stand: other airlines followed suit after this campaign made waves with young travelers and nature enthusiasts.

Airline Case Study

Ryan Robinson

Audience Sentiment

Yes!!!! I love @alaskaair and now I love them even more!!!
-@rhianonsuee

@alaskaair has long been on the cutting edge of impact reduction. **Proudly “Always Alaska”** - @doug_grady

So good to hear that a major airline like **Alaska** is taking steps to help the planet! - @eat.teach.love

Thanks for shedding light on this and for partnering with a company that believes in making a difference! - @rachel.pohl

I'm literally on an @alaskaairflight right now and **love** that they've taken this initiative!!! - @thecentralsteppes

Campaign sentiment was an incredible 99% positive.

99:1

Positive engagement ratio



Geographic Engagement

91%

Engagements (California)

62%

Engagements (Colorado)

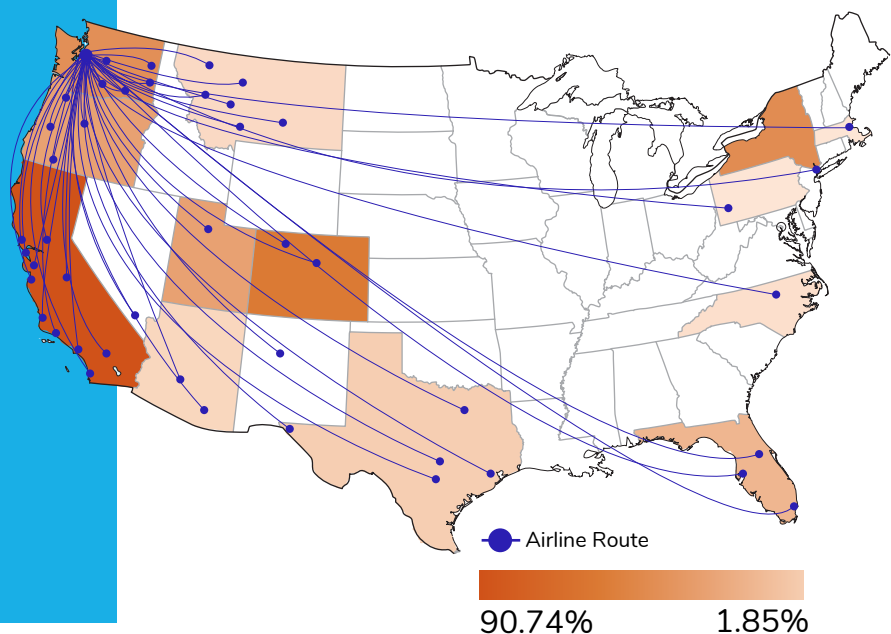
58%

Engagements (New York)

Washington	55%
Oregon	44.44%
Utah	44.44%
Arizona	11.11%
Hawaii	11.11%
Florida	31.48%
Texas	16.67%
Massachusetts	9.26%
Pennsylvania	9.26%
Montana	9.26%
North Carolina	9.26%

Usually with a national campaign you'd see the highest engagement in New York, Chicago, and Los Angeles, but because of the strategic audience targeting with HYPR, the airline successfully overlapped with cities along their flight routes: Salt Lake City, Phoenix, and Denver, etc.

With strategic audience targeting through HYPR, the airline successfully overlapped with cities along their flight routes.



User Generated Content

Outside of the influencer campaign, 64 users created 72 pieces of content featuring a hashtag named after the campaign's name. The content reached 280K+ audience members across Instagram. The average engagement rate on these posts was 12.85%. Industry classifies "strong" average engagement as 2-3%.

The average engagement rate on campaign posts was 12.85%, 4x higher than the industry average.

64

Users

72

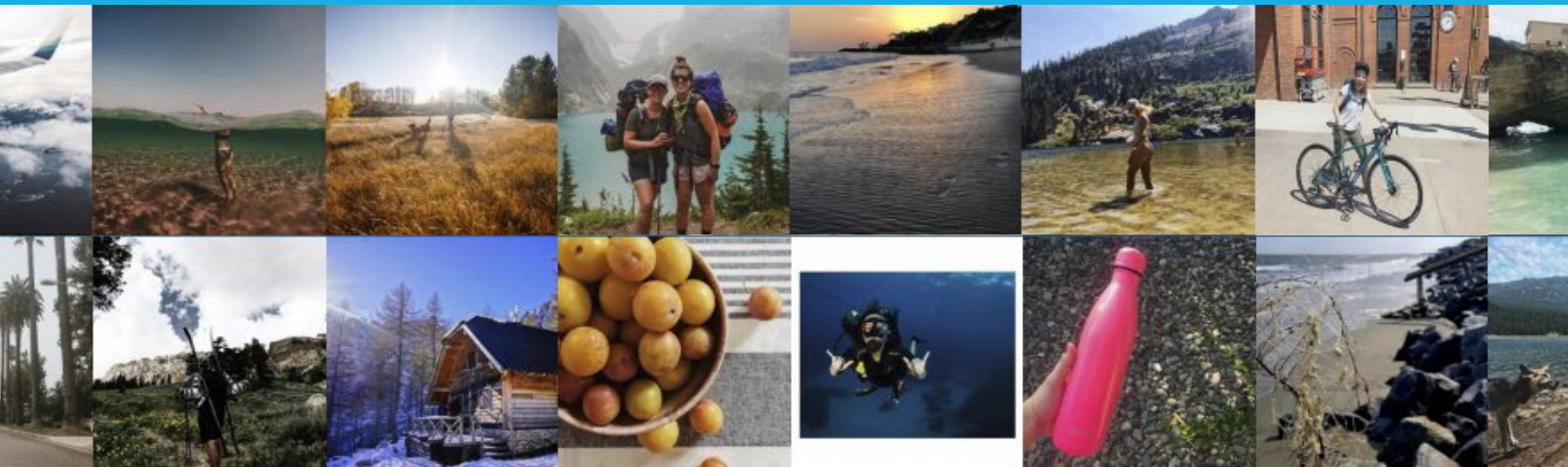
Pieces of Content

280k

Audience Reach

12.85%

Audience Engagement



Conclusion



Jessica Granbeau

The strong engagement rate realized on the content, the minimal CPI and CPE spent on the campaign, and the sheer number of assets created (assets which this brand is free to repurpose in the future) each speak to the success of this exciting marketing program. This success was a direct result of the data-first approach that the airline deployed in the discovery selection of the influencers for this campaign with HYPR.

Examining critical metrics such as geographic reach, audience interests, and average engagement, while vetting for creators who generate stunning content, this brand successfully secured a significant return on the financial investment in this project.

Very importantly, the content generated as a result of this program sparked a fantastic response from the campaign audience, who commented favorably across the program and responded by creating a secondary, organic effect with the user-generated content seen as a result of this campaign.

This success was a direct result of the data-first approach to selecting influencers with HYPR.

