INTRODUCTION

The rise of social media platforms like Instagram, Snapchat, and YouTube has changed the way people experience large cultural events and how they share these events with their followers. For Coachella 2016, innovative companies leveraged the reach of top social media influencers to expand brand awareness and engage millions of consumers through creative, integrated influencer marketing campaigns.

Explore our case study to see how American Express, Revolve Clothing Company, and Lokai Bracelets increased brand exposure and cultivated positive brand identities by collaborating with social media stars at Coachella.
Official Coachella sponsor American Express offered exclusive VIP access, prizes, and free tickets to Coachella 2017 to lucky AMEX members through the brand’s #AmexAccess social media marketing campaign. To spread the word about the campaign’s exclusive perks, the lender tapped 10+ high-reach #AmexAmbassadors to post engaging Instagram photos using the branded hashtag.
To drive awareness about the special features and prizes available to American Express members who register on the Coachella app with their AMEX login information.

American Express predominantly enlisted high-reach influencers Adam Gallagher (@iamgalla), Patrick Janelle (@aguynamedpatrick), and others to post photos with the hashtag #AmexAccess. The posts were designed to bring awareness to and highlight the services made possible using American Express’ exclusive mobile experience.

The American Express #AmexAccess campaign reached over 15 million people across three different social media platforms, approximately 75 times the number of people who attended Coachella 2016. The campaign also generated nearly 140K likes and over 400 comments from engaged Instagram, Facebook, and Twitter users.
Revolve Clothing was one of the most active brands marketing at Coachella 2016. The fashionable retail company aimed to expand brand awareness and drive product sales by creating brand-sponsored content with multiple social media stars across several social media channels and posting hundreds of photos from their popular "Desert House" party on their Instagram account.
To expand awareness to Coachella’s large audiences and establish the brand’s identity as a fashion trendsetter by creating content with top social media influencers.

By hosting the Desert House party and inviting fashion-forward influencers like Bella Thorne, Aimee Song (Song Of Style), and Danielle Bernstein (We Wore What) to attend the event and document their experiences on social media using the hashtag #RevolveFestival, Revolve established a pervasive social media presence at Coachella.

Though Revolve Clothing was not an official Coachella sponsor, the prevalence of influencers at their branded event and the frequency of brand-sponsored content yielded high social media engagement. Revolve’s influencer campaign received 1.6+ million likes, 12,000+ comments, and reached a staggering 30 million people.
Live Lokai, a relatively small company, reached millions of engaged consumers by partnering with both traditional celebrities and digital influencers to showcase their festival-friendly bracelets at Coachella. The influencer marketing campaign proved to be an extremely effective way to increase brand awareness for a product that perfectly matched Coachella’s ethos and aesthetic.
To introduce Live Lokai’s bracelets to Coachella audiences and festival-goers through social media collaborations with both celebrities and digital influencers.

The brand collaborated with traditional celebrities like Vanessa Hudgens and Nina Dobrev as well as social media influencers like Kyra Santoro (kyrasantororxx) and Melissa Eckman (melisfit_) to create engaging content designed to increase brand awareness for Coachella’s massive audiences—the ideal market for Live Lokai’s products.

Live Lokai was a lesser-known brand at the start of Coachella, but the immense reach and high engagement generated by their influencer campaign made them one of the most talked-about companies at the festival. Live Lokai’s campaign reached over 40 million people, earned 2.2+ million likes, and received over 14,000 comments.
CREDITS

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