



2017 AMBASSADOR PROGRAM

Campaign Phases

1. Unboxing
2. Pre Post
3. At EDC
4. Post EDC

Brand Ambassador Campaign

34 Brand Ambassadors / +18 Additional Influencer Guests

Total Ambassador/Guest Followers: 133,385,000

Impressions Total: 674,596,835

Likes Total: 8,420,175

Comments Total: 42,125



Campaign Impression Breakdown:

Instagram Gallery Likes: 8,420,175

Instagram Story Views: 573,554,734

Instagram Gallery Impressions: 101,042,100 *Based on INSIGHTS average (likes x12)



Unboxing Highlights

Unboxing story views: 30,032,900



Pre Event Totals:

Unboxing story views: 30,032,900

Instagram Gallery Pre Post Likes: 1,819,945

Instagram Gallery Pre Post Impressions: 21,839,3400

Story View Average (1 Post): 102,780



Pre Post Highlights



10:00 AM 89%

Photo

edc_lasvegas

paez_eric

Liked by thedudacastro, nickolasbernard and 63,279 others

biel Yoooo, folks! @edc_lasvegas 2017 is coming up! Let's partyyyy! See u there? #edclv

View all 526 comments

1:37 PM 48%

Photo

Liked by sophodes, lojeannee and 174,755 others

bellathorne Let's go #edc

View all 512 comments

lemonhead.la Be safe and have so much fun!!

fiftiesdaily

JUNE 15

1:33 PM 51%

Photo

matthewespinoza

Liked by bellathorne, lojeannee and 124,365 others

matthewespinoza Me and this random dude that's loving life apparently are READY FOR @edc_lasvegas IM COMIN BACK BABY

View all 926 comments

matthewespinoza @stef.is.a.dino yup

2:22 PM 39%

Photo

Liked by pasqualerotella and 25,940 others

christinamilian Been on the hunt for outfit inspiration for @edc_lasvegas and I think I finally found what I'm looking for I am SO ready for this! #edclv What do you think? And who's going?

View all 376 comments

At Event Totals:

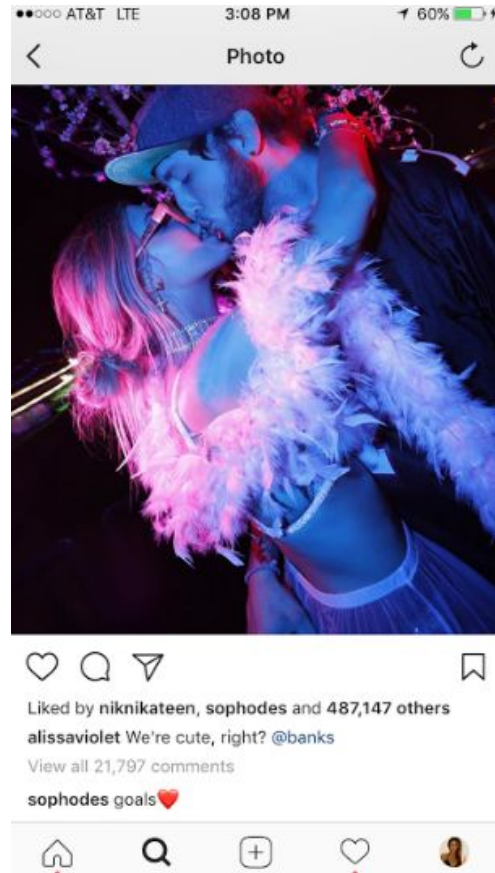
EDC Total Instagram Gallery Likes: 5,198,655

EDC Story Views: 213,521,835

EDC Total Instagram Gallery Impressions: 62,3843,860



At Event Highlights



After Event Posts Highlights

POST EDC GALLERY LIKES: 1,401,575



Thank you

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