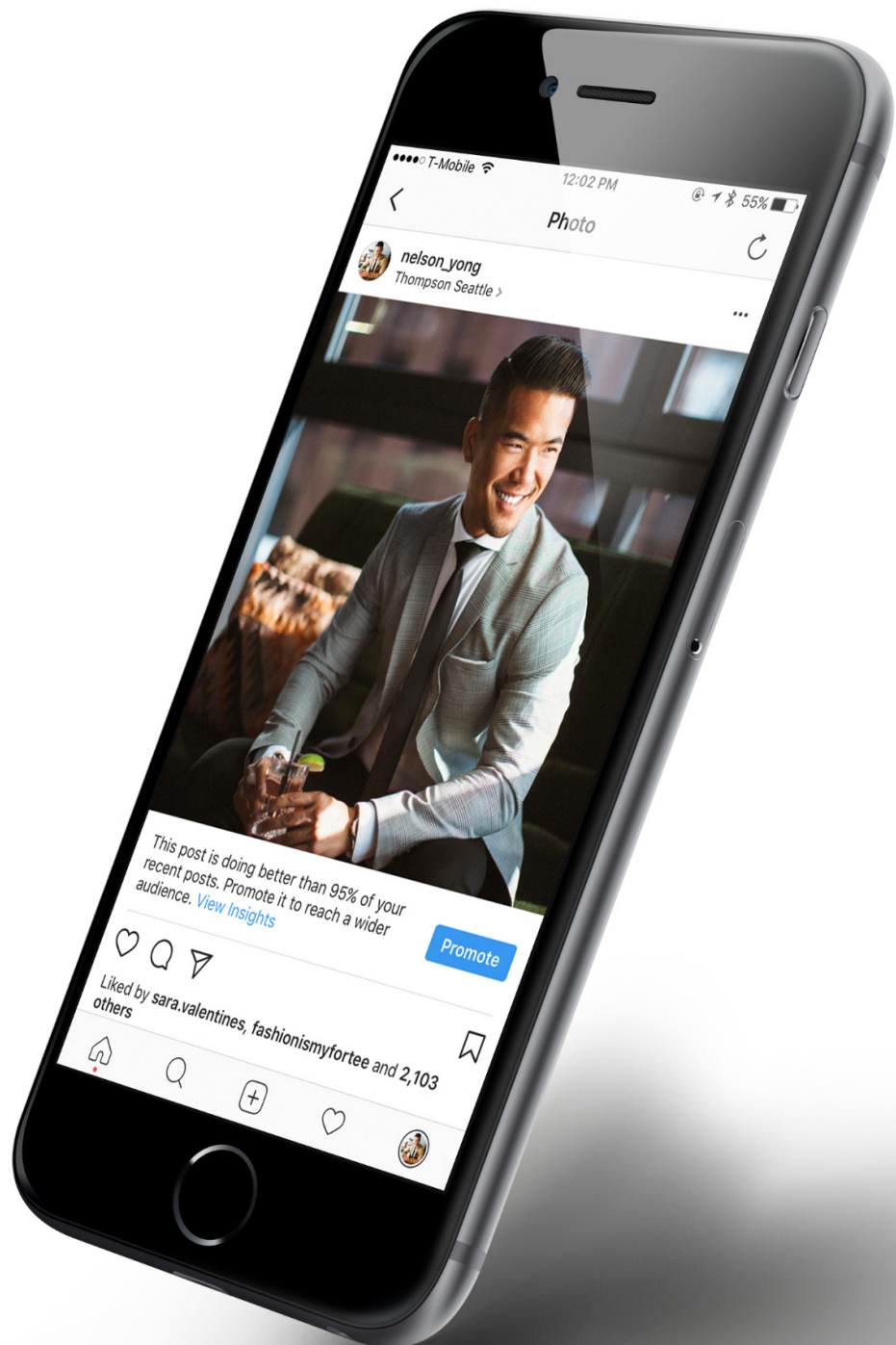


NELSON YONG
MEDIA KIT
+ RATE CARD

LIFESTYLE INFLUENCER
+ CONTENT CREATOR

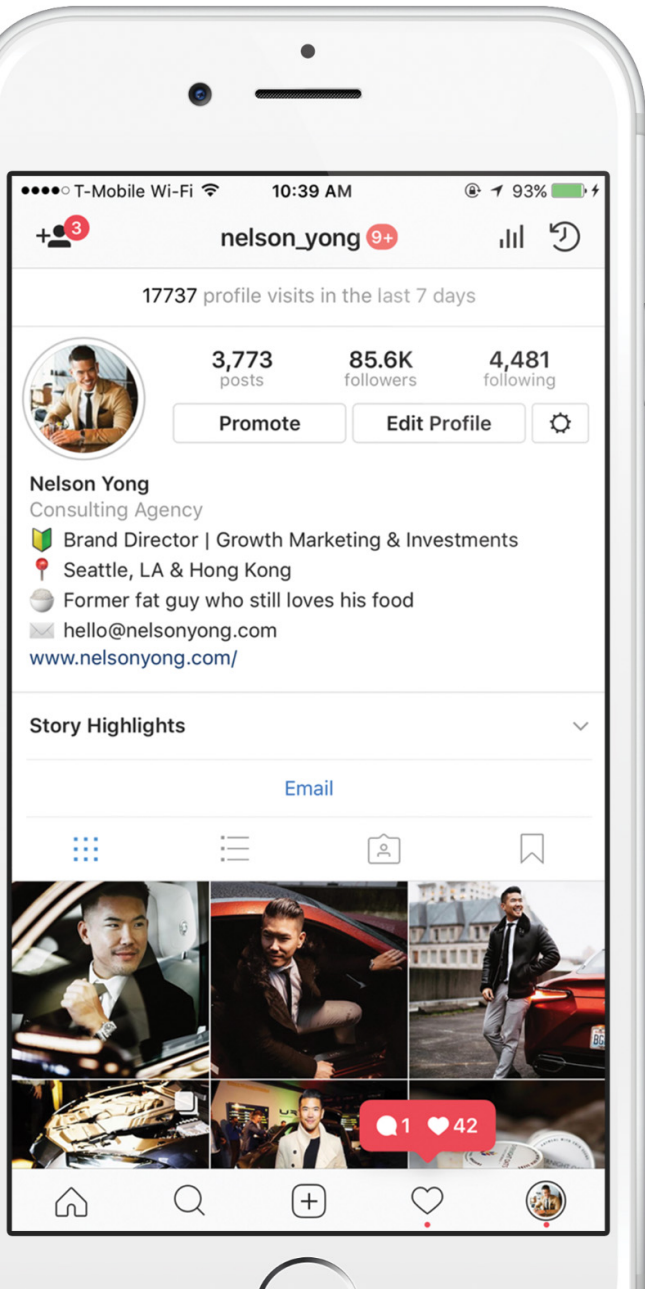
UPDATED: NOVEMBER 2018



NELSON YONG LIFESTYLE MARKETING

With over 13 years' experience in marketing in various roles such as brand & marketing management, digital solutions, analytics and account direction, Nelson Yong has led and managed several projects involving cross functional teams, across different business units and agencies with precision and success. Prior to consulting, he directed Microsoft's largest influencer program and was the marketing manager of Microsoft's Global Career Website.

Nelson also consults in brand and social media marketing for local lifestyle brands including Thompson Hotels and Huxley Wallace Collective via his agency, BrookleyHuntington.



PERSONAL BRAND

CORE COMPETENCIES:

INSTAGRAM REACH
WEBSITE AND BLOG
PHOTO CONTENT
VIDEO CONTENT

CORE MARKETS:

MILLENNIALS / YOUNG PROFESSIONALS
ASIANS
MEN'S STYLE ENTHUSIASTS
LUXURY FOODIES
TECHNOLOGY PROFESSIONALS
LUXURY BUSINESS TRAVELERS
SEATTLE & PACIFIC NORTHWEST

@NELSON_YONG

CURRENT METRICS
11/2018

FOLLOWER COUNT

100k

LIKES PER POST

2.1-3k

REACH PER POST

12-17k

IMPRESSIONS PER POST

13-19k

AVG VIEWS PER STORY

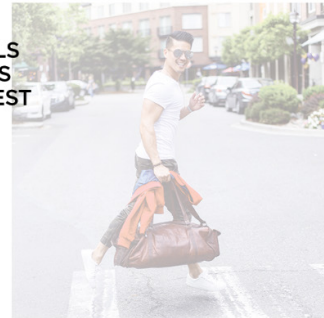
3.5k

NELSONYONG.COM VISITS/MO.

5k

NELSONYONG.COM PAGEVIEWS/MO.

18-22k



NELSON YONG

WHAT BRANDS HAVE TO SAY

TESTIMONIALS FROM BRAND MANAGERS

You can talk all day long about how great your content is-- what an amazing opportunity sponsors have when they team up with you, etc... but getting other people to promote you? **Priceless.** Nelson is fortunate to have a great list of amazing clients from recent collaborations, and here's what some of them had to say:



UNIQLO (MAY 2018)

"Nelson has been a great partner to support our Seattle Southcenter opening. Over the past 2 months, we've seen over a million social impressions just from his IG posts alone. I really appreciate Nelson's marketing expertise, and ideas on additional marketing support (ex: boosting/geo-targeting posts) which I will continue to use and explore for future activations. Lastly, the UNIQLO team has always been very pleased with all of Nelson's content and imagery. Hoping to work with Nelson in the near future!"

- Jacklyn Poetzsch (Communications, UNIQLO USA)



PAYBYPHONE (AUGUST 2018)

"It's a pleasure to be able to collaborate with Nelson since he is very responsive, responsible, and produces great high-quality content as well that exceeded the brand's expectations."

- Andry Tanusdjaja (Co-founder and COO, Musefind)



DISCOVER SOUTH LAKE UNION (SEPTEMBER 2018)

"Nelson was an absolute pleasure to work with and very professional in how he approached our collaboration. We are incredibly pleased with the results of this campaign and look forward to working together again on future projects."

- Victoria Barylskaya (Account Director, Gibson Media)



DECOY WINES (JULY 2018)

"Nelson seamlessly embodied the Decoy brand: approachable, classic, elegant, and tasteful. The client was looking for outdoor summer gatherings and Nelson over-delivered. His POS, a large rooftop gathering with friends and Decoy Chardonnay front and center - drove over 2,000 post likes and 54 comments. Nelson is a pleasure to work with. The CLEVER team featured his image on the front page of the brand deck as well."

- Asta Fletcher (Membership Services, Clever)



RESY (JULY 2018)

"Nelson was one of the best influencer partners I've worked with. His content was always on-brand, on-brief, and I'm looking forward to the next project where we get to work together."

- Alexia Marchetti (Influencer Marketing, PrayTell)



JARRITOS (AUGUST 2018)

"Nelson has been one of the best influencers that we have partnered with. His posts always look fantastic and present our brand in an amazing manner. In addition to his contracted posts, he also continues to engage with our own brand's Instagram feeds which many others do not do."

- Lloyd Blunk (Social Media Specialist, Novamex)



BIBIGO (SEPTEMBER 2018)

"Nelson never fails to produce high-quality content that leaves followers wanting more. His video work is some of the best I've seen and I can always count on him to take the client's request and turn it into something magical."

- Tori Canonge (Sr. Membership Services, Clever)



EYECONIC & LACOSTE (JUNE 2018)

"Working with Nelson was a very smooth process. He is professional and was able to turn things around quickly. Plus the client loved the content and it was one of our top performing pieces of content for the campaign! We enjoyed working with him so much that we are partnering a second time. Would definitely recommend!"

- Melissa Brandle (Influencer Manager, August United)

NELSON YONG CASE STUDIES

RECENT LIFESTYLE BRAND COLLABORATIONS

The below case studies are very recent collaborations with lifestyle brands that include photo content taken by Nelson, social media metrics and insights (Instagram).



LEXUS (FEBRUARY 2018)

The new Lexus LC 500, which is featured in the newest Marvel Studios blockbuster 'Black Panther', (and nearly stole the show, by the way) is an incredibly refined and powerful grand tourer and sits on top of the Lexus line-up as their most exclusive vehicle.

Nelson co-produced a visual narrative teaser with professional photography and video to contrast the car in a bleak, urban setup.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
5+	1	4	13.2k+	31.9k+	29k+



JOHNNIE WALKER BLUE LABEL (FEBRUARY 2018)

Johnnie Walker Blue Label is the rarest whisky from this world famous brand – the whiskies that compose Blue Label are especially selected for their individuality from some of the rarest stocks in the Johnnie Walker reserves, and only one in ten thousand casks makes the grade. Rich and slightly smoky, it's made up of some very old malt and grain Scotch whiskies. Its flavors are influenced by the smoke of the west and the rich, sweet whiskies of the east.

Johnnie Walker wanted Nelson's help in disrupting this liquor category and changing the old perception that people have about scotch.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
4	0	4	8.7k	21.1k	25.8k



AMAZONPRIME (DECEMBER 2017)

This past holiday season, AmazonPrime recruited Nelson to drive awareness that Prime members get exclusive access to an early screening of 'Jumanji: Welcome to the Jungle' a full 12 days before the highly anticipated movie from Sony Pictures was released. Amazon and Sony Pictures selected him to be one of the influencers to break the news to his followers and attend the screening, documenting it all on his social feeds.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
3	0	0	6.1k	32.1k	33.3k



UNIQLO (FEBRUARY 2018)

UNIQLO is a Japanese Apparel company with various locations around the world. They create clothing that they are constantly innovating, bringing more warmth, more lightness, better design, and better comfort to your life. In launching a second Seattle-area location, they wanted to drive local awareness and traffic to the store opening with several influencers (of varying aesthetics).

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
6	0	12	13.5k	64.6k	68k

NELSON YONG CASE STUDIES

ADDITIONAL LIFESTYLE BRAND COLLABORATIONS

The below case studies are very recent collaborations with lifestyle brands that include photo content taken by Nelson, social media metrics and insights (Instagram).



CHANG BEER (JUNE 2018)

Chang Beer, one of Thailand's most well known beer brands works with Nelson in executing a range of activation/marketing campaigns. They curated a handful of social media influencers and bloggers whom they thought would be great ambassadors for their brand on a sponsorship level as their first "Chang Beer Squad" that they tested this year.

Nelson co-produced several photoshoots and a video with professional photography and video to work with their Lamiat/Craftsmanship campaign.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
8+	1	25+	17.4k+	34.1k+	38k+



GENESIS (MAY 2018)

The 2018 Genesis G90 offers thrilling performance and an opulent interior. Combine that with a long list of standard features, and it's no surprise the G90 ranks near the top of its class.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
2	0	4	3.8k	22.1k	27.8k



RESY (JUNE 2018)

Resy, a leading reservation system, contacted Nelson to help them as a local Brand Ambassador. Over several months, they had him visit some of the top restaurants in Seattle and taste delicious food from some of the best chefs in the country. They looked for Nelson to help build Resy brand awareness in Seattle, so that others can experience the rich food culture the Emerald City has to offer.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
4	0	9	7.8k	43k	44.1k



GENPREX (MAY 2018)

Genprex, Inc. (Nasdaq: GNPX), a clinical stage gene therapy company developing a new approach to treating cancer, based upon a novel proprietary technology platform, invited Nelson to join their management team to ring the Nasdaq stock market closing bell on Thursday, May 31, 2018, in celebration of the Company's recent IPO on Nasdaq. Nelson continues to build content and marketing strategies for their leading fund managers at Inception Capital Management.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
2	0	8		ONGOING	

NELSON YONG CASE STUDIES

RAISING BRAND AWARENESS AND CONVERSIONS

The following is a recent case study with a well-known consumer website wanting to raise brand awareness and drive traffic to their site and app experience.

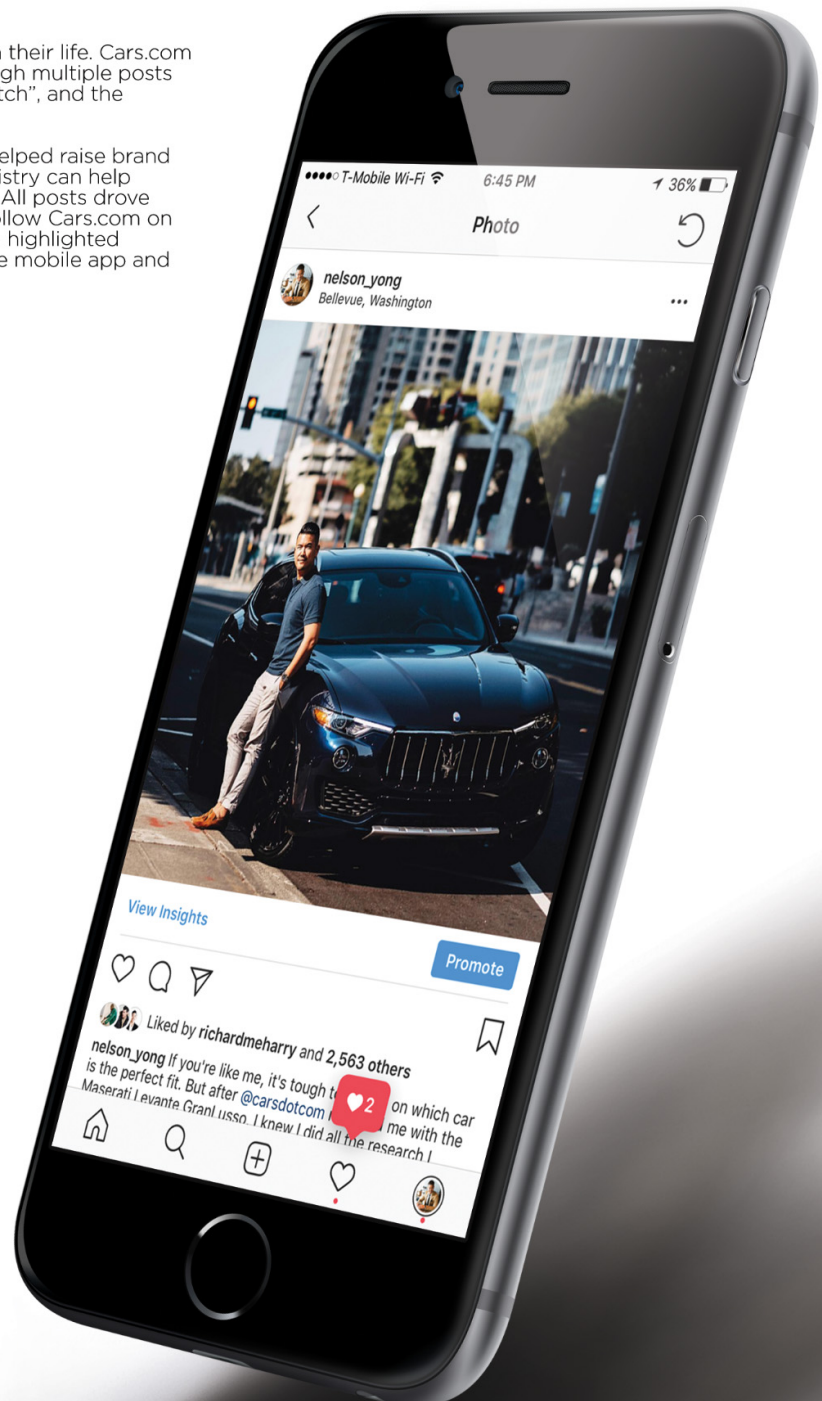


CARS.COM (SEPTEMBER 2018)

A car is one of the biggest purchases one will make in their life. Cars.com wanted to utilize influencers to share their story through multiple posts about how Cars.com helped them find their auto "match", and the experiences they've experienced because of it.

Nelson created content on social media in which he helped raise brand awareness for Cars.com and showcase how car chemistry can help consumers find their 'perfect match' in a car or truck. All posts drove traffic to Cars.com and encouraged his audience to follow Cars.com on social media. Throughout this four-post series, Nelson highlighted specific features on Cars.com, the user experience, the mobile app and more.

POST #1 >	ENGAGEMENT	IMPRESSIONS	REACH
	2.1k	11.3k	9.2k
POST #2 >	ENGAGEMENT	IMPRESSIONS	REACH
	2.2k	9.8k	7.8k
POST #3 >	ENGAGEMENT	IMPRESSIONS	REACH
	2.3k	10.5k	8.4k
POST #4 >	ENGAGEMENT	IMPRESSIONS	REACH
	2.6k	12.2k	9.6k
# OF STORIES	IMPRESSIONS		
10	34k		



NELSON YONG CASE STUDIES

ADDITIONAL LIFESTYLE BRAND COLLABORATIONS

The below case studies are very recent collaborations with lifestyle brands that include photo content taken by Nelson, social media metrics and insights (Instagram).



MASERATI AND ALFA ROMEO (AUGUST 2018)

You buy an Italian luxury car to make a statement. A car like a Maserati has always been a non-conformist choice, and in a world where Porsche Cayennes are common, the Levante is the car for the person who wants to be different. Alfa Romeo sells three models in the US; one sports car, and two practical family cars trying their hardest to be sports cars. The Giulia sedan and Stelvio SUV, especially in 505-hp Quadrifoglio form, are among the most exciting cars on sale. Perhaps, too exciting. If you put every premium car on sale today on a sport-luxury continuum, Alfa's Quadrifoglios would be as far to the sport side as possible—further than any BMW M, or Mercedes-AMG.

Nelson co-produced several photoshoots and some light video in conjunction with Element Creative on this campaign.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
6	1	18+	16.1k+	73.4k+	81k



INDOCHINO (SEPTEMBER 2018)

Custom-made suits for men used to be a purchase made only by a select few. But like everything else in retailing, the internet turned the business inside out.

Websites such as Vancouver-based Indochino allow customers to do the measurements at home with a tutorial and receive a made-to-measure suit for less than \$600, often within a few weeks. Indochino will have 31 stores open by end of summer, and it does a big business in made-to-measure suits for wedding parties.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
2	0	4	5.1k	27.1k	29.1k



DISCOVER SOUTH LAKE UNION (AUGUST 2018)

South Lake Union is a unique neighborhood within the City of Seattle, comprised of 170 acres of parks, community amenities, LEED-certified commercial and residential buildings as well as lakefront access and a myriad of alternative transit options. Both residents and business owners are drawn to the neighborhood because of its pedestrian-oriented infrastructure and modern approach to place-making.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
5	2	11	8.8k	59.4k	64.1k



JOEY RESTAURANTS (SEPTEMBER 2018)

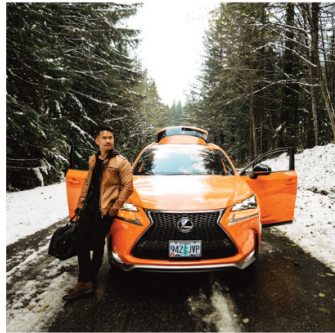
With 27 locations, JOEY Restaurants are in Vancouver, Kelowna, Calgary, Edmonton, Winnipeg, Toronto, Seattle and California, and create spaces perfectly suited to the locale and its clientele. Each JOEY restaurant is unique, but they all have plenty in common: great food, lively environments, exceptional dining experiences. As they promote Wine Down Wednesday (with half off every bottle), they invited Nelson and select influencers to experience Washington wine with their mix of great dishes.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
2	0	8	4.2k	23.8k	26.6k

NELSON YONG CASE STUDIES

ADDITIONAL LIFESTYLE BRAND COLLABORATIONS

The below case studies are very recent collaborations with lifestyle brands that include photo content taken by Nelson, social media metrics and insights (Instagram).



LEXUS (NOVEMBER 2017)

The luxury crossover SUV is a category that every car manufacturer wants to play in, and the Lexus NX200t F Sport plays it well. Both Toyota and Lexus—the NX is based on the Toyota RAV4 platform—have tried to sex up some of their offerings and this is one such case: The NX200t F Sport has an angry metal grate of a grill and some edginess in the side panels. The NX200t F Sport grabs the senses with its amped up design, handling performance and even its sound.

Nelson co-produced a visual narrative with professional photography and video to show off the car in a rare light, in both urban and idyllic settings of the Northwest.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
8	1	4	21.7k	48.9k	43k



GLENMORANGIE (NOVEMBER 2017)

Glenmorangie has been renowned as an innovator for more than 170 years, marrying skill and dedication for wondrous results. Since Glenmorangie was founded in 1843, malt lovers have enjoyed its award-winning single malt whisky the traditional way – with a dram in hand.

Now, using avant-garde online techniques, the Highland Distillery unlocks new possibilities in the world of whisky, by inviting viewers to 'feel' the taste of Glenmorangie... through the screen in their pocket. Today, the Distillery has created three short films which endeavour to deliver an innovative visual and sonic experience using techniques associated with a fascinating scientific phenomenon.

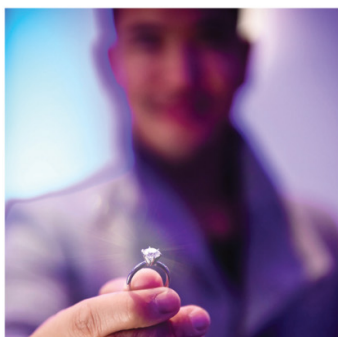
# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
2	0	2	4.5k	15.4k	13.2k



AMAZONFRESH (NOVEMBER 2017)

AmazonFresh worked with Nelson on its' Holiday campaign to endorse the delivery service, communicate its benefits, and encourage a trial membership. AmazonFresh will leverage his content across AmazonFresh's site, email and social channels, including Facebook, Twitter and Instagram.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
3	0	0	5.9k	30.6k	24.4k



BLUE NILE JEWELRY (OCTOBER 2017)

Leading diamond and fine jewelry retailer Blue Nile introduced a new, elite collection of diamonds: Astor by Blue Nile™. All diamonds in the new collection maintain the superior quality standards and exceptional value that consumers expect from Blue Nile, but focus on one attribute: Sparkle. Astor by Blue Nile™ diamonds are hand selected, specifically cut, and double certified to captivate the eye in ways other diamonds cannot.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
1	1	3	2.9k	10.6k	8.6k

NELSON YONG CASE STUDIES

RECENT HOSPITALITY BRAND COLLABORATIONS

The below case studies are recent collaborations with hospitality brands that include photo content taken by Nelson, social media metrics and insights (Instagram).



FAIRMONT PACIFIC RIM (SEPTEMBER 2018)

The Fairmont Pacific Rim is a luxury hotel in downtown Vancouver that combines the best of the Pacific Rim in its design, décor, & culinary dining options. The Lobby Lounge and RawBar features an extended sushi bar with seafood, sushi, cocktails and champagne from lunch 'til late and has been named Vancouver's first 100% Ocean Wish sushi destination. Botanist, celebrates harmony with nature, in an environment that is as rich and diverse as the terroir it represents.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
5	1	12	12.7k	67.2k	54.4k



THE RITZ-CARLTON HONG KONG (AUGUST 2017)

The Ritz-Carlton, Hong Kong is one of the most prestigious luxury five star hotels in Hong Kong. Located on floors 102-118 in the West Kowloon district's International Commerce Centre, the hotel overlooks Victoria Harbour, revealing a virtual map of the city where guests can see a destination full of unlimited possibilities from 360-degree panoramic views.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
13	4	14	24.9k	98.9k	76.4k



FOUR SEASONS HOTEL HONG KONG (AUGUST 2017)

Four Seasons Hotel Hong Kong is ideally situated in the city's Central Business District and housed in the International Finance Centre, which sits above the Airport Express and provides transit access throughout Hong Kong.

Bright, airy and spacious, our 345 guest rooms feature wall-to-wall windows that showcase captivating views of the cityscape, Victoria Harbour, Kowloon and the Peak. Styled in either a sleek Western motif with silk-panelled walls and marble-floored entry foyers, or a contemporary Chinese style with sculpted furnishings, gold leaf and authentic ink paintings, the guest rooms all features state-of-the-art technology, marble-floored bathrooms and a host of other luxurious appointments.

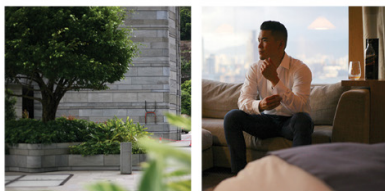
# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
3	0	8	5.8k	21.9k	16.3k



THE UPPER HOUSE HONG KONG (AUGUST 2017)

Located in Hong Kong, The Upper House was designed by architect Andre Fu. A calming contemporary hotel, The Upper House is a haven within the city. The hotel's 117 studios and suites are surprisingly spacious, featuring natural materials and gorgeous bathrooms. Enjoy thrilling views from Level 49 at Café Gray Deluxe.

# OF POSTS	# OF VIDEOS	# OF STORIES	ENGAGEMENT	IMPRESSIONS	REACH
5	1	10	9.2k	36.6k	27.6k



NELSON YONG CASE STUDIES

GLOBAL BRANDS AND LOCAL REACH

The following is a case study from 2017 with a global airline brand wanting to bring awareness around their collaboration with American Express.

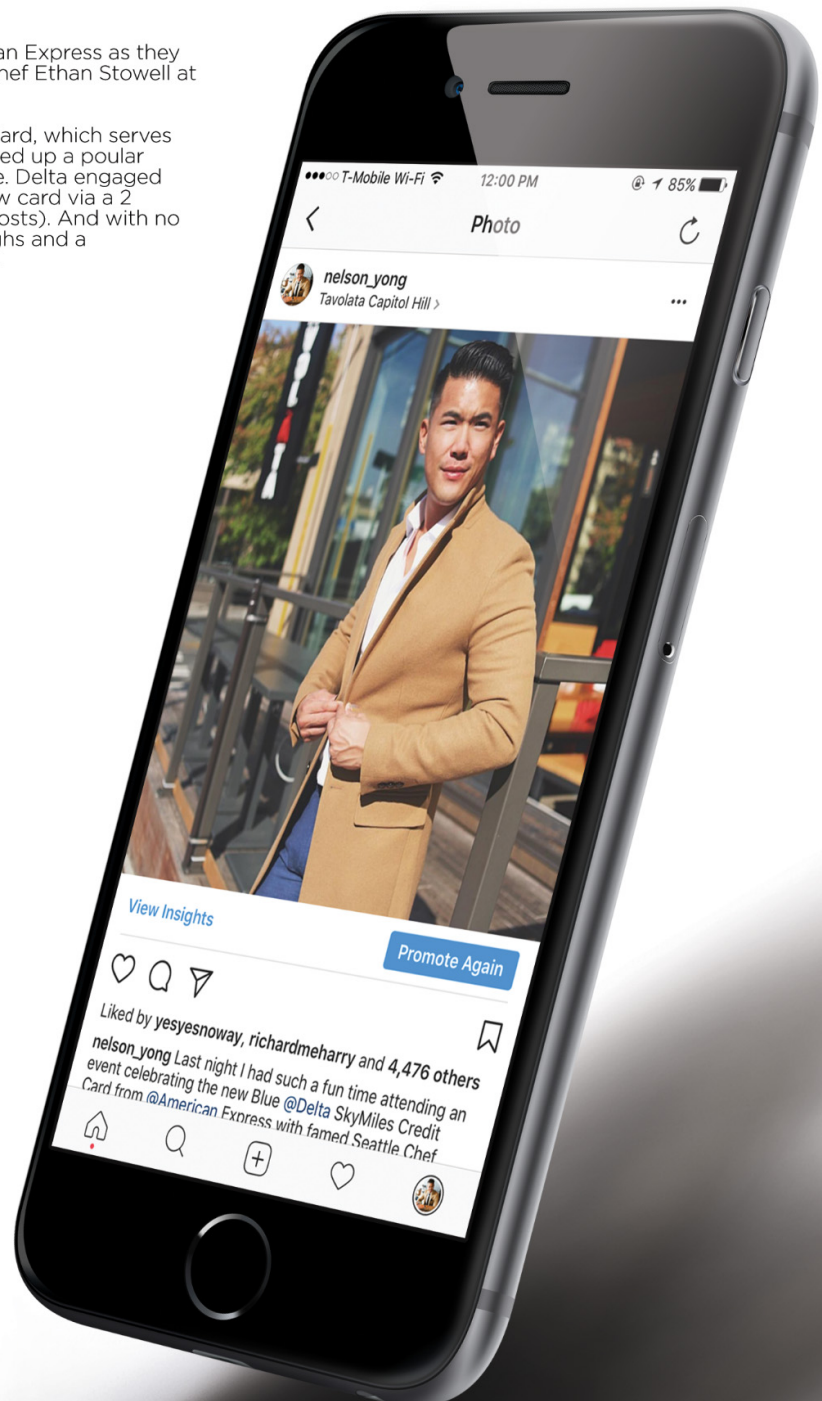


DELTA AIR LINES (SEPTEMBER 2017)

Nelson was invited to join Delta Air Lines and American Express as they went beyond the menu with award-winning Seattle Chef Ethan Stowell at Tavolàta Capitol Hill in September 2017.

To celebrate the all-new Blue Delta SkyMiles® Credit Card, which serves up two miles per dollar at US Restaurants, Delta teamed up a popular Seattle chef to curate an exclusive culinary experience. Delta engaged with Nelson to partner with him on promoting the new card via a 2 Instagram post arrangement (with budget to boost posts). And with no surprise, the campaign resulted in website clickthroughs and a tremendous number of impressions and engagement.

ORIGINAL POST #1 >	ENGAGEMENT 2.3k	IMPRESSIONS 7.6k	REACH 6.4k
PROMOTED POST >	ENGAGEMENT 1.5k	IMPRESSIONS 41.3k	REACH 33.1k
ORIGINAL POST #2 >	ENGAGEMENT 2.5k	IMPRESSIONS 8.4k	REACH 6.8k
PROMOTED POST >	ENGAGEMENT 2.1k	IMPRESSIONS 34.4k	REACH 30.1k
# OF STORIES 4	REACH 2.7k		



NELSON YONG CASE STUDIES

CONTENT CREATION // COPY, PHOTOGRAPHY & VIDEO

Nelson's background with hospitality, restaurant and product marketing especially in the luxury space gives him a huge advantage in leveraging his online and offline networks to share stories. And as a young professional millennial of Asian American descent, he speaks to a growing consumer base with increasing purchasing power. Some of his photos below:



MICRO-INFLUENCER MARKETING

From a personal brand perspective, having a crazy-high follower count may seem to be a huge advantage, but numbers aren't everything. Having tons of followers isn't too impressive if all of your posts are social ghost towns. Plus, engagement rates tend to drop as follower counts rise. That's why micro-influencers offer follower counts that are just right: here are two recent case studies that demonstrate traction for large brands.

PHILIPS NORELCO & AMAZON TREASURE TRUCK

Philips Norelco partnered with Amazon as part of their Seattle-based Amazon Treasure Truck flash sale deal. The Treasure Truck drove around popular locations in Seattle in June 2017 while selling the Philips Norelco Shaver 6100 at a discounted price. Each sale triggered a \$5 donation from Philips Norelco to the Seattle Milk Fund. They wanted to partner with Nelson to help spread awareness about the charitable donation, sale and overall activation.

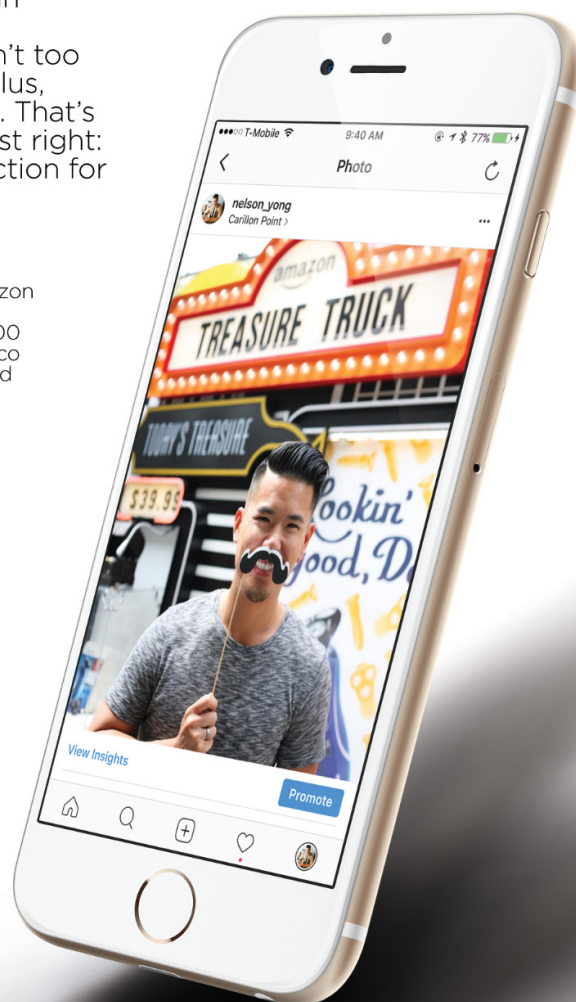
ENGAGEMENT	IMPRESSIONS	REACH
1.8k	6.2k	4.7k

PERRY ELLIS & BUZZFEED

In April, Perry Ellis partnered with BuzzFeed for an exciting collaboration to "Redefine What Happy Hour Can Look Like In (Your City)" and wanted to bring a witty, branded twist to the concept of "happy hour". They were looking for influencers to create content and promote Perry Ellis in a way that caters to your city.

The long-form essay component of the partnership aimed to encourage greater reader engagement through a relatable first-person narrative, touching on multiple pillars at once: humor, identity, knowledge, etc. Nelson was challenged to explore Seattle (with roughly 3 activities) during the period of time normally reserved for what we know as "happy hour" drinking, in an effort to showcase alternatives to drinking that are just as fun. The ultimate goal was to paint each city in a new light while featuring Perry Ellis' clothing as the go-to choice for a range of activities, from nature to culture/urban exploration.

ENGAGEMENT	IMPRESSIONS	REACH
1.3k	7.9k	6.2k



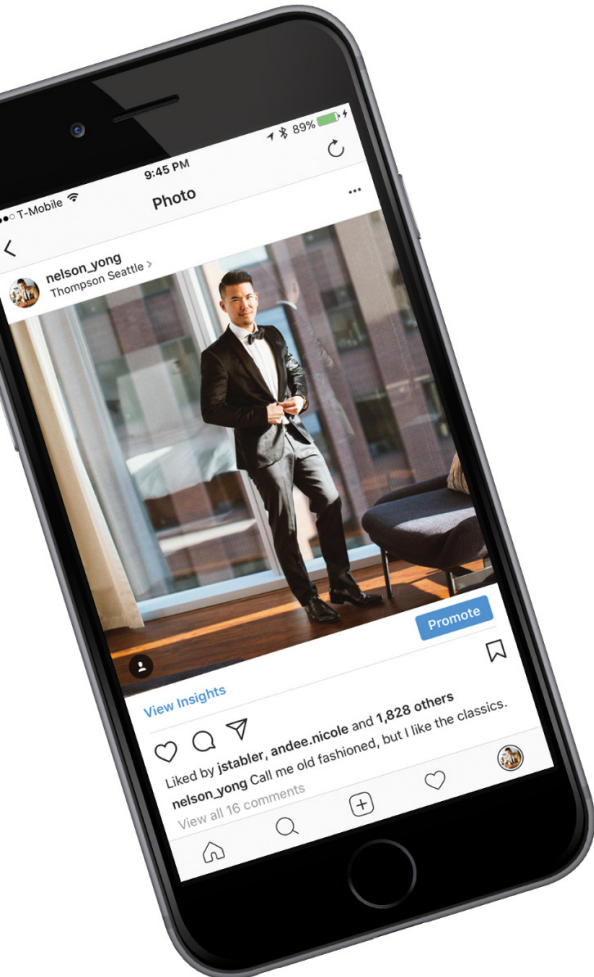
NELSON YONG RATE CARD

WORKING TOGETHER

For reference, these are sample rates when working with brands.

REACHING YOUR AUDIENCE VIA:

- PROFESSIONAL QUALITY CONTENT AND PHOTOGRAPHY
- TARGETED SOCIAL MEDIA REACH & ENGAGEMENT
- A UNIQUE PERSPECTIVE LEVERAGING AN ASIAN AMERICAN AND YOUNG PROFESSIONAL POV



CASE STUDY: THOMPSON HOTEL SEATTLE (JULY 2017)

Conceived by the city's own Olson Kundig Architects, Thompson Seattle is a contemporary urban landmark at the center of a spectacular cascadian landscape. Nelson's social media posts in partnership with Thompson Seattle has resulted in an impressive amount of engagement and reach.

ENGAGEMENT	IMPRESSIONS	REACH
16k	36k	32k

1 INSTAGRAM POST
1 INSTAGRAM SLIDESHOW POST (UP TO 3 IMAGES)

1 INSTAGRAM POST + 1 INSTAGRAM STORY

1 INSTAGRAM VIDEO
SHOT WITH DSLR IN HD AND EDITED

2 INSTAGRAM POSTS

2 INSTAGRAM POSTS + 2 INSTAGRAM STORIES

2 INSTAGRAM POSTS + 4 STORIES
+ 1 FACEBOOK POST
+ 1 BLOG POST

ROW TAKEOVER:
3 INSTAGRAM POSTS
SEQUENTIAL, POSTED WITHIN 48 HOURS
+ 5 STORIES
+ 1 FACEBOOK
MULTI-PHOTO POST
+ 1 BLOG POST

4 INSTAGRAM POSTS
NON SEQUENTIAL, POSTED WITHIN 60 HOURS
+ 7 STORIES
+ 2 FACEBOOK
MULTI-PHOTO POSTS
+ 1 BLOG POST

*Each post and story may have up to 5 branded hashtags

EVENT COVERAGE OR HOSTING

2 INSTAGRAM POSTS
POSTED 2-3 DAYS IN ADVANCE, AND ONE RECAPING EVENT

2 INSTAGRAM SLIDESHOW POSTS (UP TO 3 IMAGES) + 6 INSTAGRAM STORIES
POSTED 2-3 DAYS IN ADVANCE AND RECAPING EVENT

INSTAGRAM TAKEOVER
TAKING OVER CLIENT'S ACCOUNT W/ 1 POST AND <10 STORIES + 1 INSTAGRAM POST ON @NELSON_YONG

\$1000 USD

\$1100 USD

\$1200 USD

\$1500+ USD

\$1850 USD

\$2000 USD

\$2400 USD

\$3200 USD

\$3750 USD

\$2250 USD

\$2500 USD

\$3000 USD

*Assumptions: Local event; 3 hours max., brand may give up to 2 free tickets

SAMPLE