THE MASON TWINS

Who are The Mason Twins?
Kennedy and Morgan Mason, or The Mason Twins, are the next big names in the sustainability space. In just over a year, they have amassed a combined following of over 40,000 young women and men who are interested in their new version of sustainable living.
What makes their approach different? For starters, they aren't like any other green "influencers" or "bloggers" out there; The Mason Twins like to remind their audience that sustainable living is a journey that *anyone* can be a part of. They weren't shy to share their veganism journey and the trials that came along with it. They acknowledge living completely zero waste isn't realistic for most people, so the twins give you tips on how to cut down where you can. They make the green life accessible and most importantly inclusive; anyone can be #susty with The Mason Twins.

What do The Mason Twins do?
The Mason Twins, apart from being sustainability advocates and influencers on social media, co-founded a media company called The Greenverse. GV, as they call it, reports on the latest in sustainability, entertains it readers with green quizzes, and shares fun articles on cruelty-free beauty and eco-fashion. They hope The Greenverse will become the leading media company in the sustainability space and inspire communities around the world to live greener and have fun doing it!

What did The Mason Twins accomplish in 2018?
2018 was the year that put the twins on the map. In 365 days, The Mason Twins:

- Built a global following of over 40,000
- Partnered with over 20 companies to create green content
- Began #TheGreenverseOnTour and travelled the country with their media company
- Launched The Greenverse's online beauty bar store

Where are The Mason Twins going in 2019?
The twins have big plans for 2019:

- Launch video content for The Greenverse
- Expand The Greenverse's beauty bar
- Weekly sustainability giveaways on Instagram
- Partnerships/outreach with schools and colleges
- #Susty merch

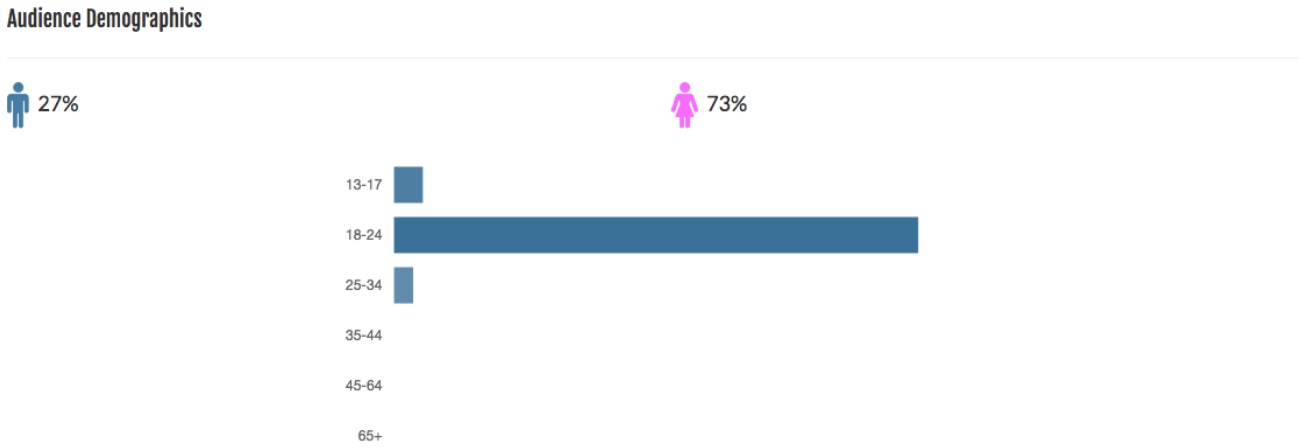
INSTAGRAM STATISTICS:

20,000+ followers each

Engagement rate: 4.5%

10,000 new impressions per post

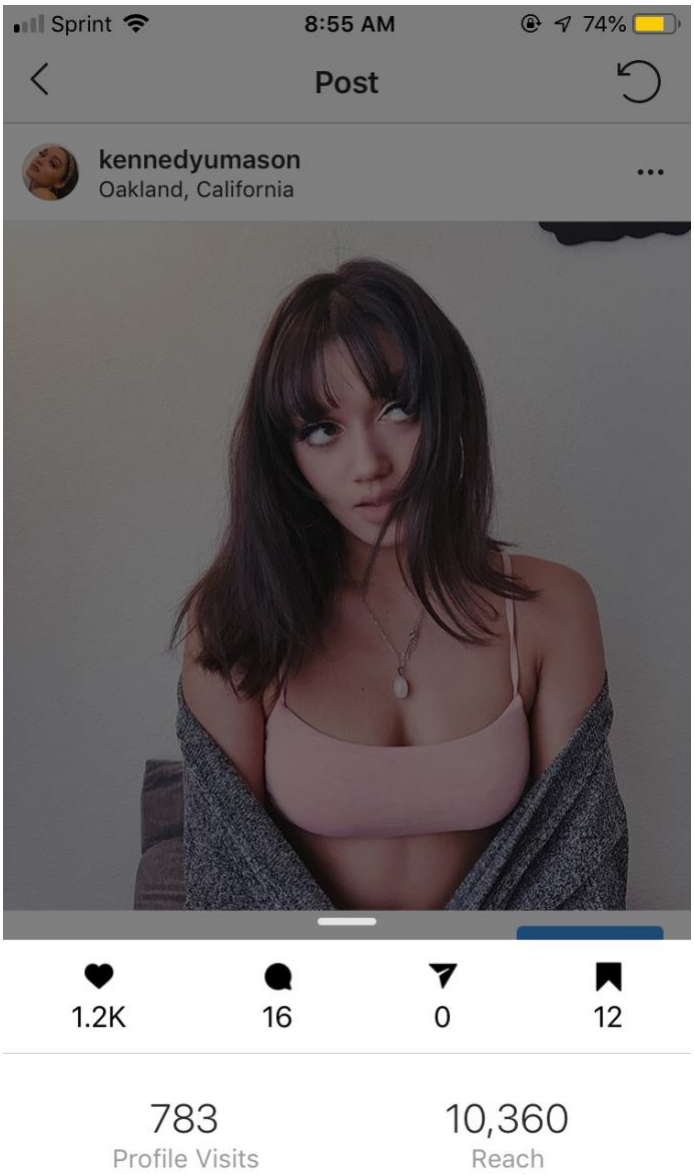
Audience demographics from demographicspro.com



Top Countries

United States	82%
United Kingdom	4%
Philippines	2%
Australia	2%
Sweden	1%

Impressions per post



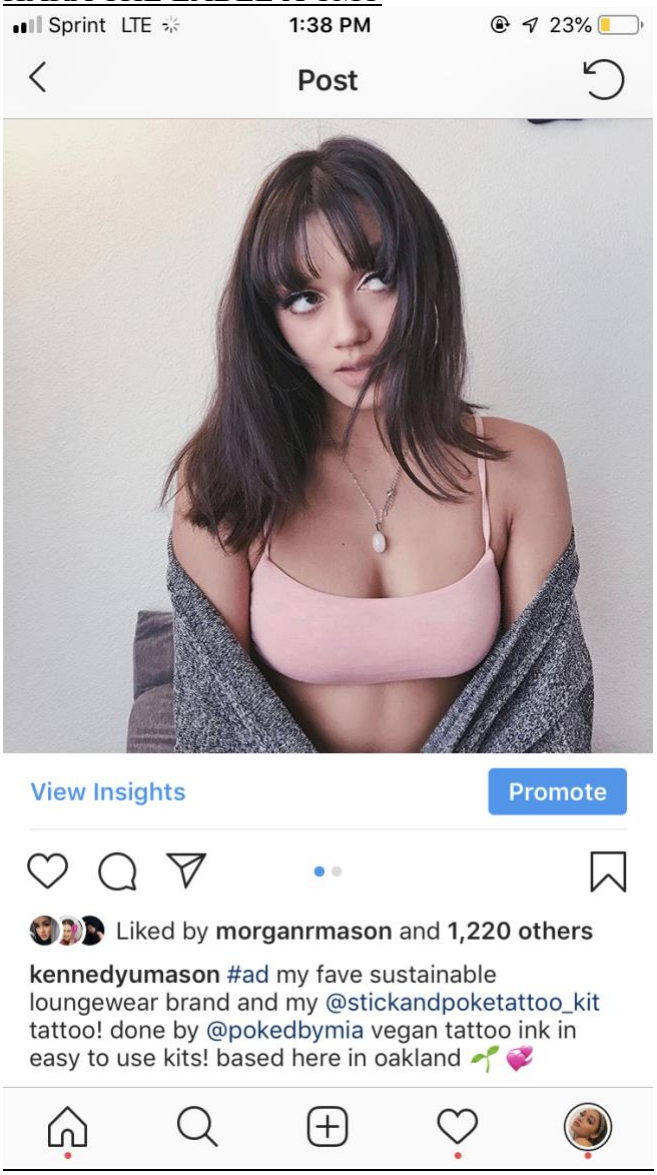
Examples of past campaigns:

AHNIKO x TMT

Ahniko is an online retailer of sustainable clothing and accessories.

The twins each posted a photo, plus three swipe-up stories, and wrote an article for thegreenverse.com.

HARA THE LABEL X TMT

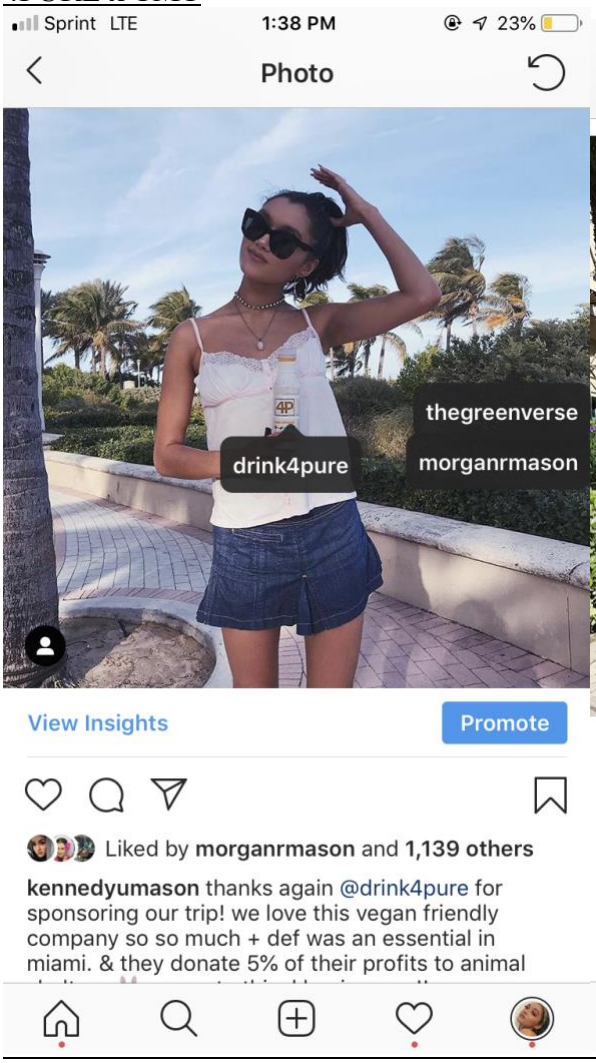


Hara the label is a globally known, Australian lingerie brand. They are known for their low waste packaging and naturally dyed pieces.
The twins each posted a photo and wrote an article for thegreenverse.com.

SKYLAR X TMT

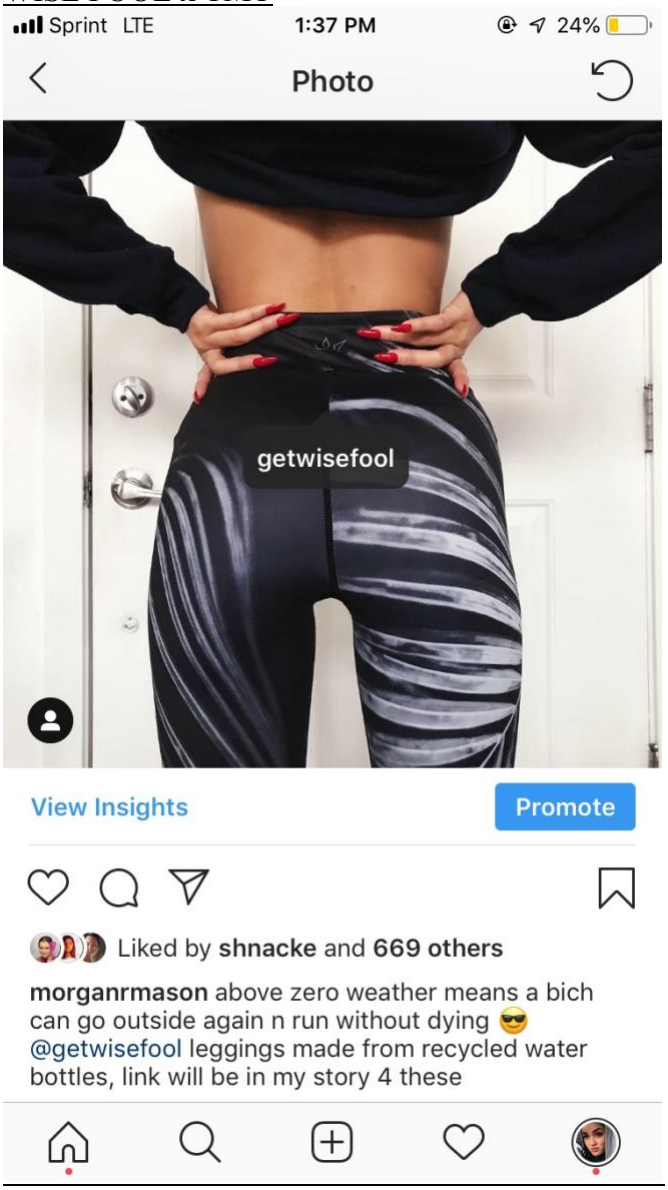
Skylar is a perfume and fragrance brand, known for their cruelty-free and naturally derived scents.
The twins both posted swipe up stories and photos on their feeds.

4PURE x TMT



4 Pure is a Maine-based lemonade company, known for their commitment to local forest conservation efforts.
4 Pure sponsored the twins Miami leg of tour; Morgan and Kennedy posted 2 photos and over 10 stories with the lemonade.

WISE FOOL x TMT



Wise Fool is a sustainable activewear band that makes clothing out of plastic water bottles. The twins posted photos and swipe up stories for the brand.

Interested in articles written by the twins for thegreenverse.com? Check out these posts:

CROON

How To Zero Waste Your Makeup Removal w/ Croon

http://www.thegreenverse.com/beauty/2019/2/1/how-to-zero-waste-your-makeup-removal-w-croon

PERFECT LOCKS

How To Get Ariana Grande's #7Rings Hair, But Like, Ethically

http://www.thegreenverse.com/beauty/2019/1/26/how-to-get-ariana-grandes-7rings-hair-but-like-ethically

ROWSIE VAIN

Rowsie Vain: Raw + Organic (And Super Insta-Worthy) Skincare

http://www.thegreenverse.com/beauty/2019/1/14/rowsie-vain-raw-organic-and-super-insta-worthy-skincare

ADEERA

5 Sustainable Essentials You Need This Holiday Season

http://www.thegreenverse.com/fashion/2018/11/7/20-sustainable-essentials-you-need-this-holiday-season