

TeamSport Newcastle



The challenge

The main objective of this campaign was to bring awareness to the UK's first brand new Combat Kart race track. Influencers needed to **create content at the event** (16th February '23), not only showing the new karts and the track, but also everything TeamSport had to offer at the venue, from a bar to arcade games.

The brand wanted the influencers to post reels, grid posts and stories at the event showing their true reaction and excitement to the new electric and interactive cars, and what they were like to drive. This also allowed the brand to re-purpose the content as well.

The solution

For this campaign we needed to discover Newcastle based male and female influencers who lived close enough to the venue. The majority of these influencers had to be lifestyle based and enjoy outdoor activities, as well as being adventurous.

At the event content was created and shared organically on the client social channels and **paid media** was spent to promote the posts. A member of our team also attended the event to help influencers take content and make sure it ran smoothly.

The outcome

Overall, **23 influencers** took part in the event and each took a plus 1 which means that a total of 46 people attended the influencer event for TeamSport Newcastle. These 23 influencers that were selected all had a combined following of **479,127 which was 119% of the 400K KPI**.

For this event, **133 pieces of content were created**, compared to 78 originally agreed with influencers. Additionally, they brought in a whopping **163,744 impressions and a total number of 14,018 engagements (which is a rate of 8.61%)**.

Meet the influencer with the highest performing TikTok video



@rebbabee

59.5K followers

465 likes

10,200 views

Why did it perform so well?

Rebecca's reel performed well because it was honest and authentic, gaining the trust of her followers. She described how the karts were just like a Mario Race Kart, although she crashed a lot and wasn't too good at driving. She made it light-hearted and said how it wasn't a secret talent of hers but thought it was 'so fun'. She also made sure to show her followers what you can get up to afterwards, eating snacks at bar and playing e-darts and bowling.

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Meet the influencers with the highest performing Grid & Reel Post



Kevin

📷 @kevinfaustt

17K followers

2,264 likes

3,488 reach



Paige

📷 @sugarrwater

29.7K Followers

890 likes

6,430 views



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Campaign highlights

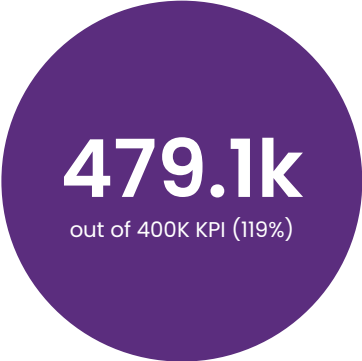
Influencers



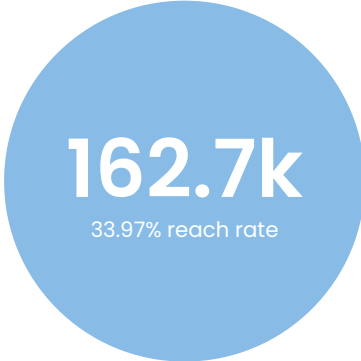
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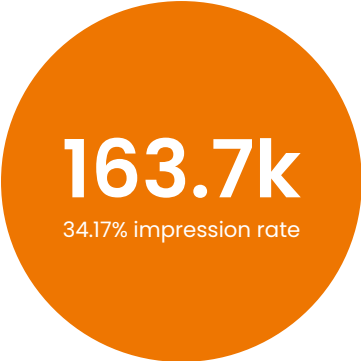
Combined Follower Count



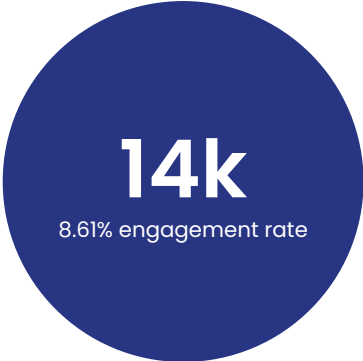
Reach



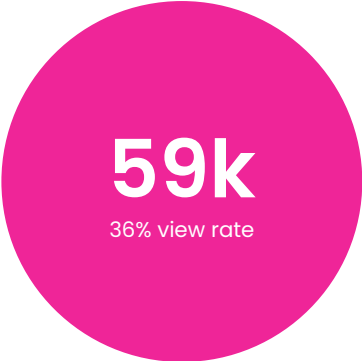
Impressions



Engagements



Story/Video Views



Duration

