



# Amplifying Weibo Campaign

VALENTINE'S DAY, NYC

## BACKGROUND

To celebrate 2017's Valentine's Day, NYCgo conducted a campaign that leveraged followers' active engagement, emotional connection to NYC, and Times Square's "We Were Strangers Once Too" art installation, where we asked followers to share their personal love stories.

## OUR GOAL

Amplify the campaign, boost engagement & participations, and ultimately grow the account's follower base.

## OUR APPROACH

We played off Chinese propensity for romance, right in time for Valentine's Day, asking them to share their story of love using NYCgo's unique hashtag: #从此，相爱# (Henceforth, It's Love). To boost awareness and engagement, we cooperated with numerous lifestyle & travel KOLs and invested in Weibo Ads. Following the promotion, the unique hashtag became Weibo's No. 8 Hot Topic in popularity. With the right selection of KOLs, and allocation of media budget and targeted ads, we managed to launch a very successful digital campaign.



## THE NUMBERS

- Total impressions: 6,000,000+
- Total love story submissions: 1,800+
- Total engagement: 36,900
- Weibo No. 8 Hot Topic