

THE POWER OF A COLLECTIVE VOICE

People are 60% more likely to engage with micro influencers (source: [Forbes](#)).

Live Case Study



THE BRIEF

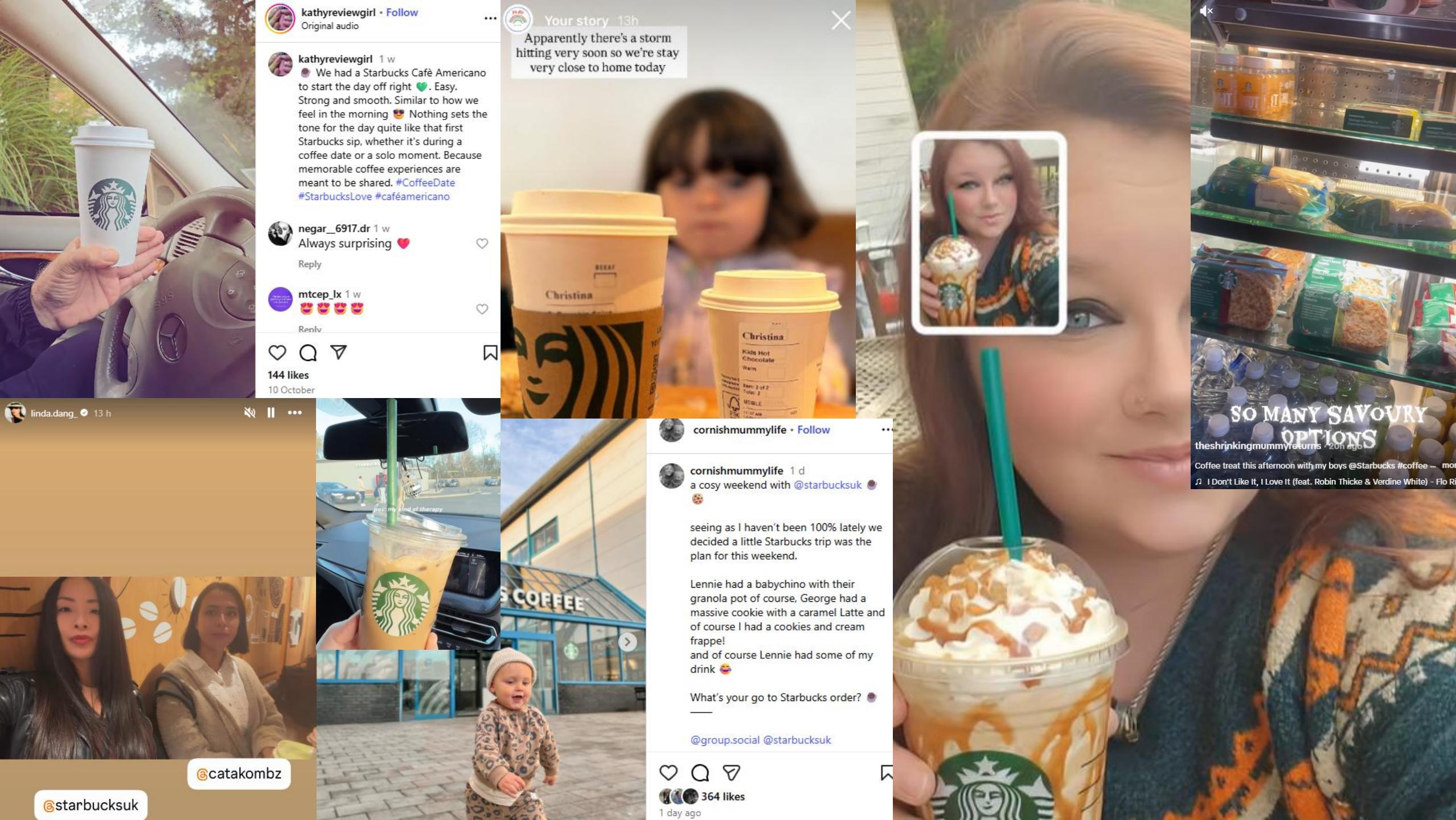
Opportunity to collaborate with Starbucks to generate authentic, organic content by inviting creators to:

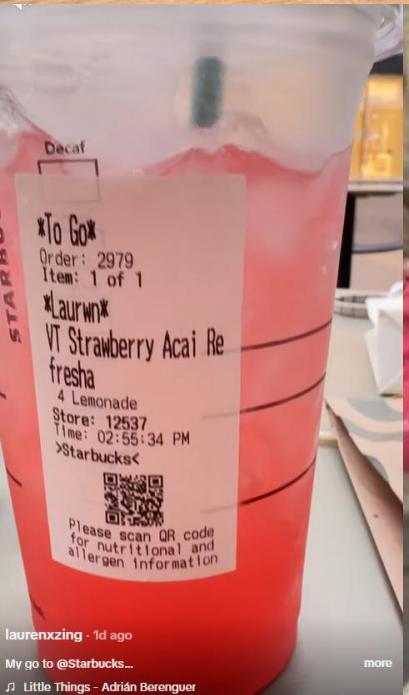
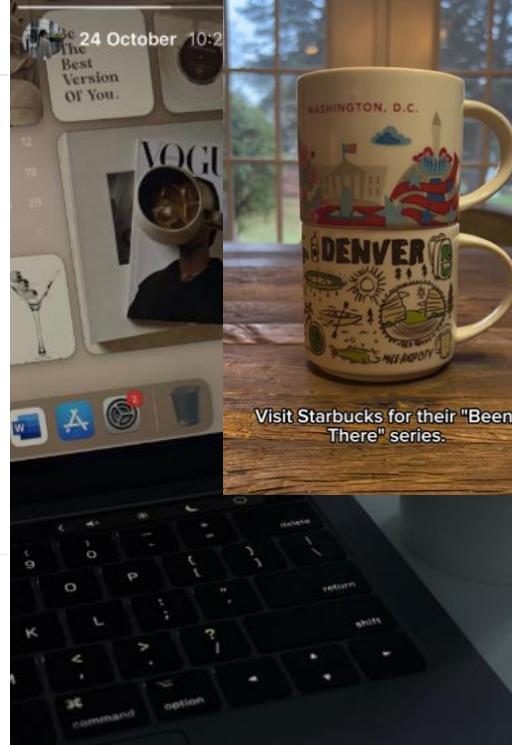
- Visit one of their stores and vlog their experience.
- Upload the content to either Instagram or TikTok.
- Share the URL once live.
- As a thank you, each creator receives a £20 or \$25 Starbucks gift card.

EXAMPLE CONTENT



NB. Evidence of this collaboration originating from GroupSocial can be provided if required.





LIVE STATS

- Collaborations: 219
- Reach: 3,149,000