



WE BELONG HERE

GENNI AGENCY — CASE STUDY — WE BELONG HERE : MIAMI

The Genni Agency team worked with We Belong Here ahead of their festival to increase their visibility and attendance.

We Belong Here took place February 25-26, 2023 in Miami and was headlined by Kaskade and Lane 8, with food curated by Smorgasburg, and VIP Hospitality by SLS/Hyde Beach.



Campaign Overview

To secure efforts to increase awareness and attendance of the festival, the We Belong Here team invited every creator participant to attend the festival with 2 VIP tickets.

Creative Direction for content posts included:

Before the event:

- Get Ready With Me
- Building anticipation
- Sharing information about the event
- Green screen-style content with the event admat
- Sharing excitement for the headline performers, etc.

At the event:

- POV content
- Tour of festival grounds
- Highlighting food vendors from Smorgasburg
- Showing off the VIP accommodations and bottle service, etc.

Tags: [@webelonghere.world](#) & (optional) [#webelonghere](#)

Campaign Performance



3.8 Million

COMBINED FOLLOWERS



8,500

**TOTAL ENGAGEMENTS
LIKES/COMMENTS/SHARES**



181,400

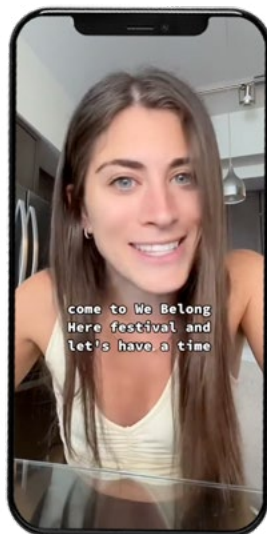
TOTAL VIEWS



Examples



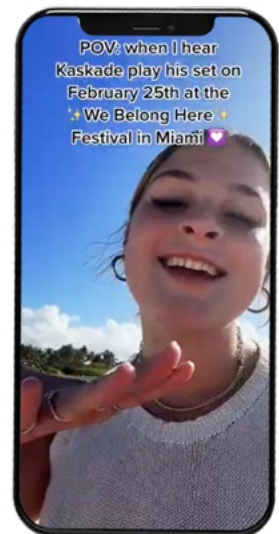
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