



MONTSERRAT

New York

MONTSERRAT New York partnered with **Genni Agency** to work with select influencers surrounding spring college and university soirees. Creators were given top MONTSERRAT clothing and jewelry options to create and showcase the it-girl look on their TikTok and Instagram channels.

Client Goals:

- Promote MONTSERRAT brand around the end-of-school-year and graduation season in the demographic of college-aged women
- Build consumer audience outside of the NYC area
- Showcase new offerings such as clothing and home from the formerly jewelry-centric brand

Campaign Strategy



The **Genni Agency** team sourced college-aged female creators at the nano and micro level for this campaign. Each creator was gifted with their selection of 1 outfit, 1 tote bag, and 2 pieces of jewelry from the MONTSEERRAT collection in exchange for one (1) post. MONTSEERRAT gave creators the freedom to choose which platform they wanted to post on between TikTok and Instagram (Reels and Feed) to best fit their audiences for the promotion.

Creator Requirements:

- The product had to be visible, and had to be the highlight of each post. Creators followed strict guidelines on the fit and emphasis of the MONTSEERRAT products in their content.
- Creators were asked to position their posts as “styling MONTSEERRAT pieces for the spring season,” which many used Get Ready With Me, end-of-year parties, and graduation events to drive.
- Required caption tags: @montserrat_ny #MONTSEERRATBabe #MONTSEERRATNewYork

Campaign Performance



25

CREATORS

6 INSTAGRAM | 19 TIKTOK



2.3 Million

COMBINED FOLLOWERS



660,400

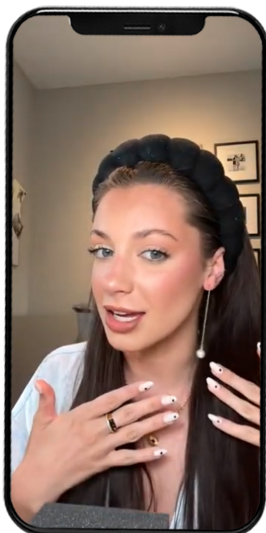
CAMPAIGN VIEWS



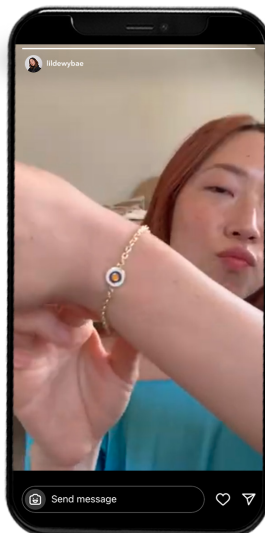
29,000

TOTAL ENGAGEMENTS
LIKES/COMMENTS/SHARES

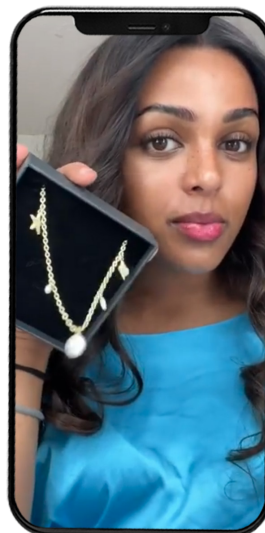
Examples



@parker_ewing
TikTok



@lildewybae
Instagram Reel



@mypawfectfamily
TikTok



@skzzolo
Instagram Feed