

A wide-angle photograph of a coastal landscape. In the foreground, there are green and brown shrubs. To the right, a tall, light-colored cliff face rises from the beach. The beach is sandy and curves along the shoreline. The ocean is a deep blue-grey color, meeting the shore with gentle waves. In the distance, a small building is visible on a hill. The sky is filled with heavy, grey clouds.

# SATC X TIKTOK CREATOR CAMP

KOMODO

# THE CAMPAIGN

Komodo partnered with South Australia Tourism Commission and TikTok to bring to life South Australia's first ever TikTok Creator Camp.

A diverse mix of 12 creators landed in SA to embark on a once in a lifetime trip filled with personalised itineraries showing them the very best that SA has to offer.

The activation also included a networking event that brought together local creators alongside the out of state creators to celebrate all things TikTok and SA.

The creators shared their experience for their audience with contracted deliverables across TikTok and bonus content spanning across TikTok, Instagram and YouTube.



# CAMPAIGN RESULTS BREAKDOWN

57

TOTAL INFEEED

5M

TOTAL INFEEED  
VIEWS

700K

TOTAL INFEEED  
ENGAGEMENTS

14%

INFEEED  
ENGAGEMENT RATE

30 contracted deliverables

27 Additional infeed all bonus content

All story content bonus

\*Excluding Addison from totals

250  
SLIDES

TOTAL STORY

3M

STORY VIEWS

# THE CREATIVE - PHOTOGRAPHY



# THE GROUP



# Brooke Styles

3 TikTok Videos

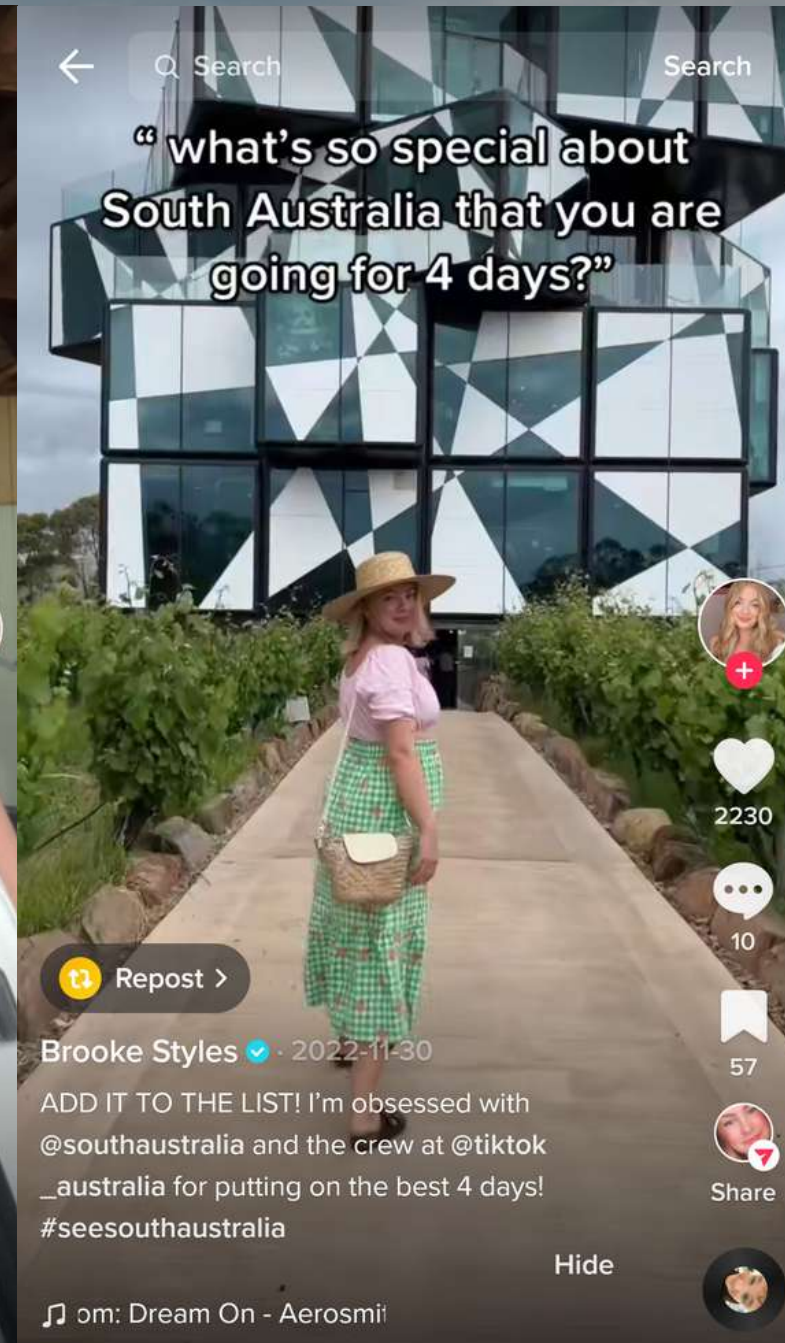
Total Views - 131,987

Total Engagements - 11,406

Engagement Rate - 8.64%

Bonus Content

4 TikToks + 1 IG Carousel



# Chloe Grayling



3 TikTok Videos

Total Views - 127,000

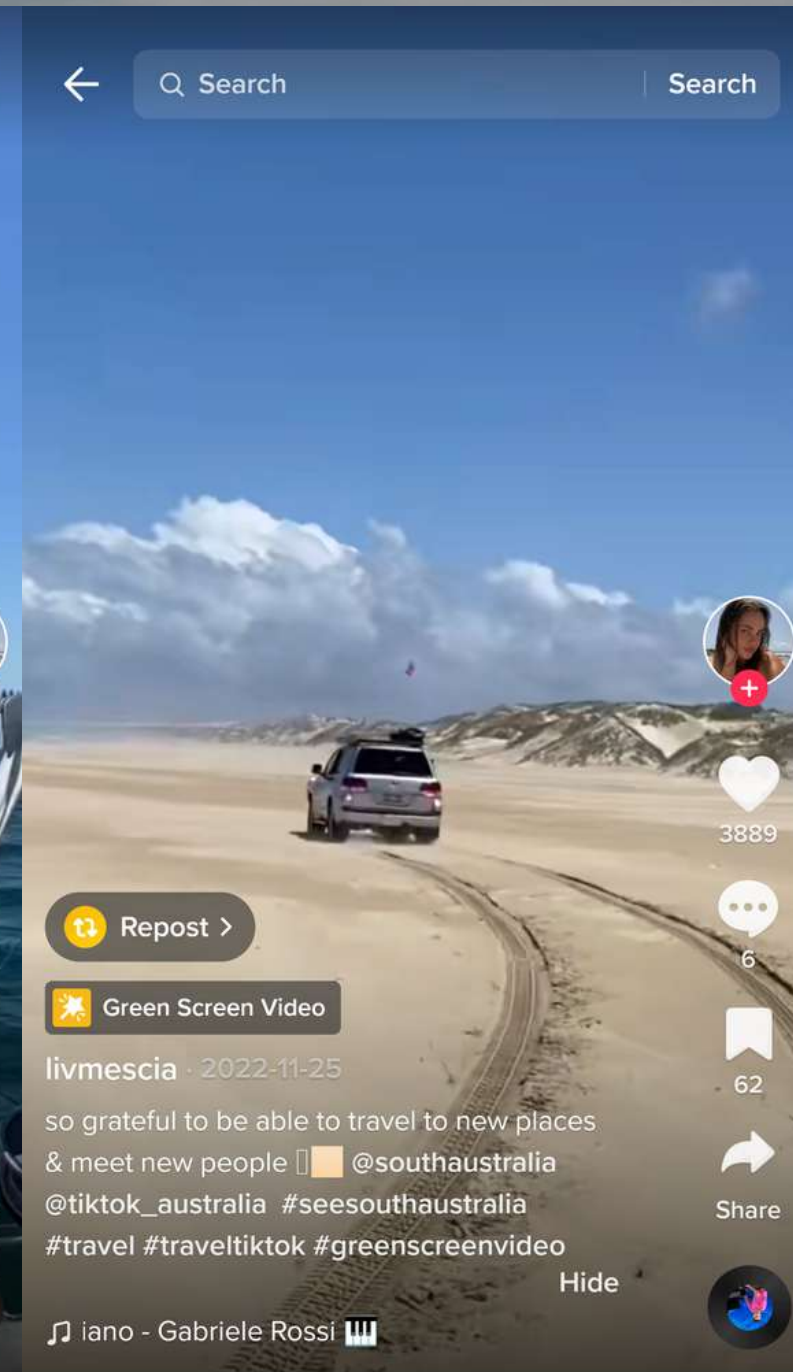
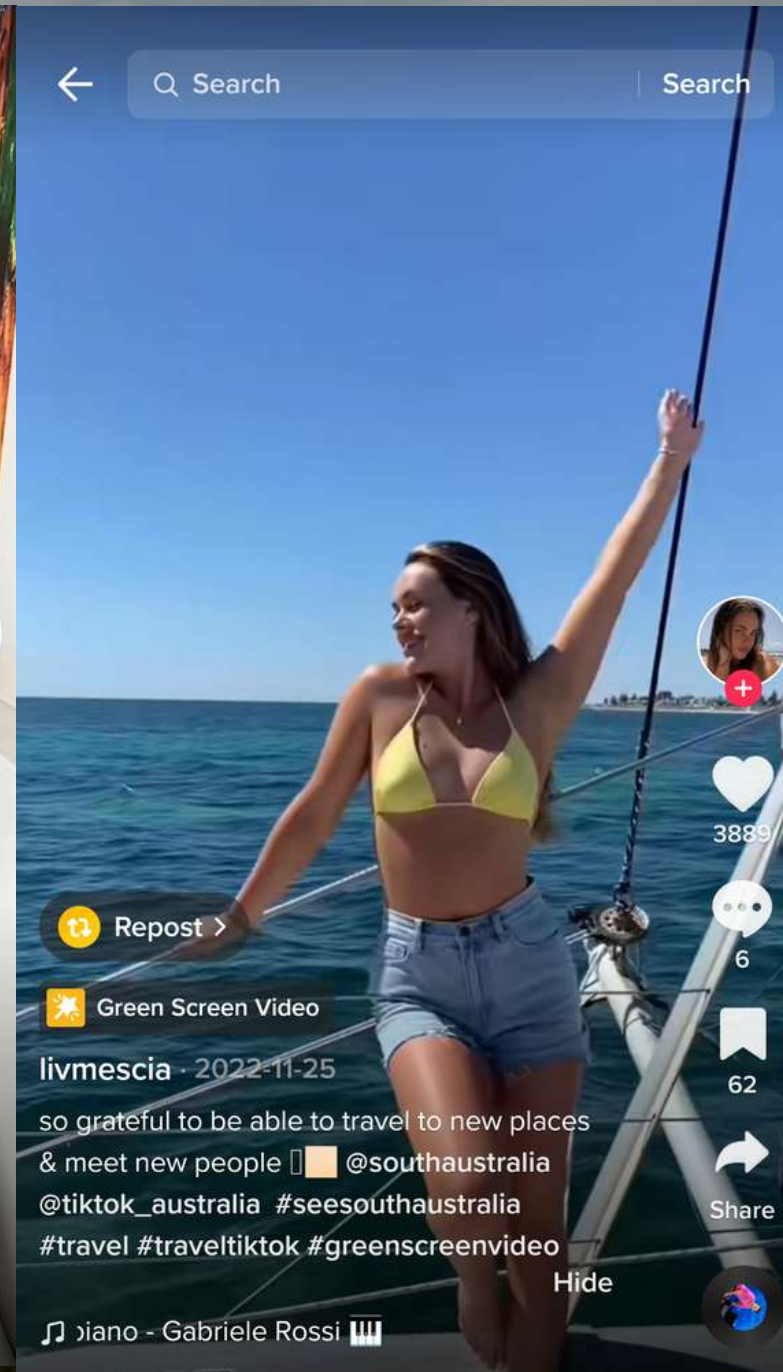
Total Engagements - 13.418

Engagement Rate - 10.56%

Bonus Content

2 TikToks + 1 IG Carousel

# Ashley + Olivia Mescia



Total = 3 TikTok Video

Total Views - 232,500

Total Engagements - 28,437

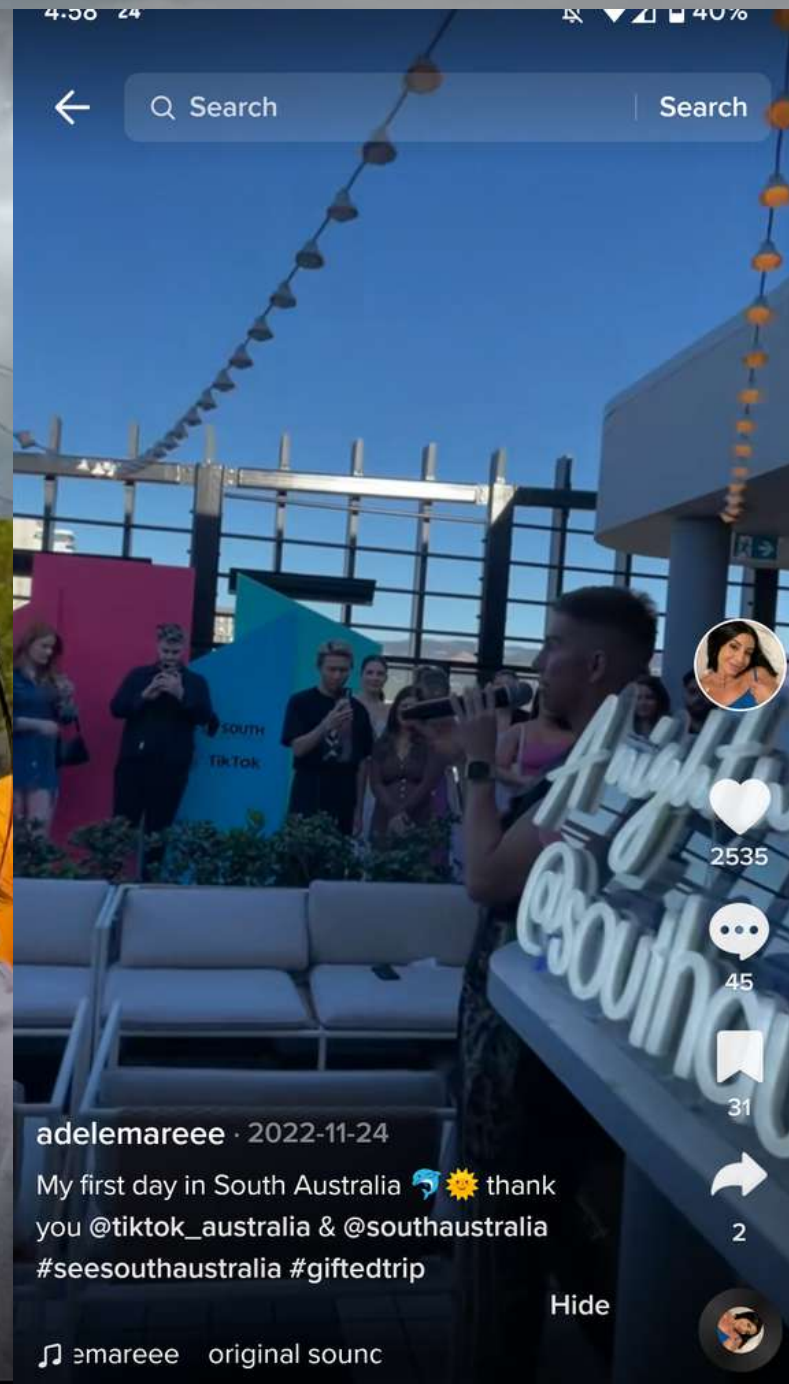
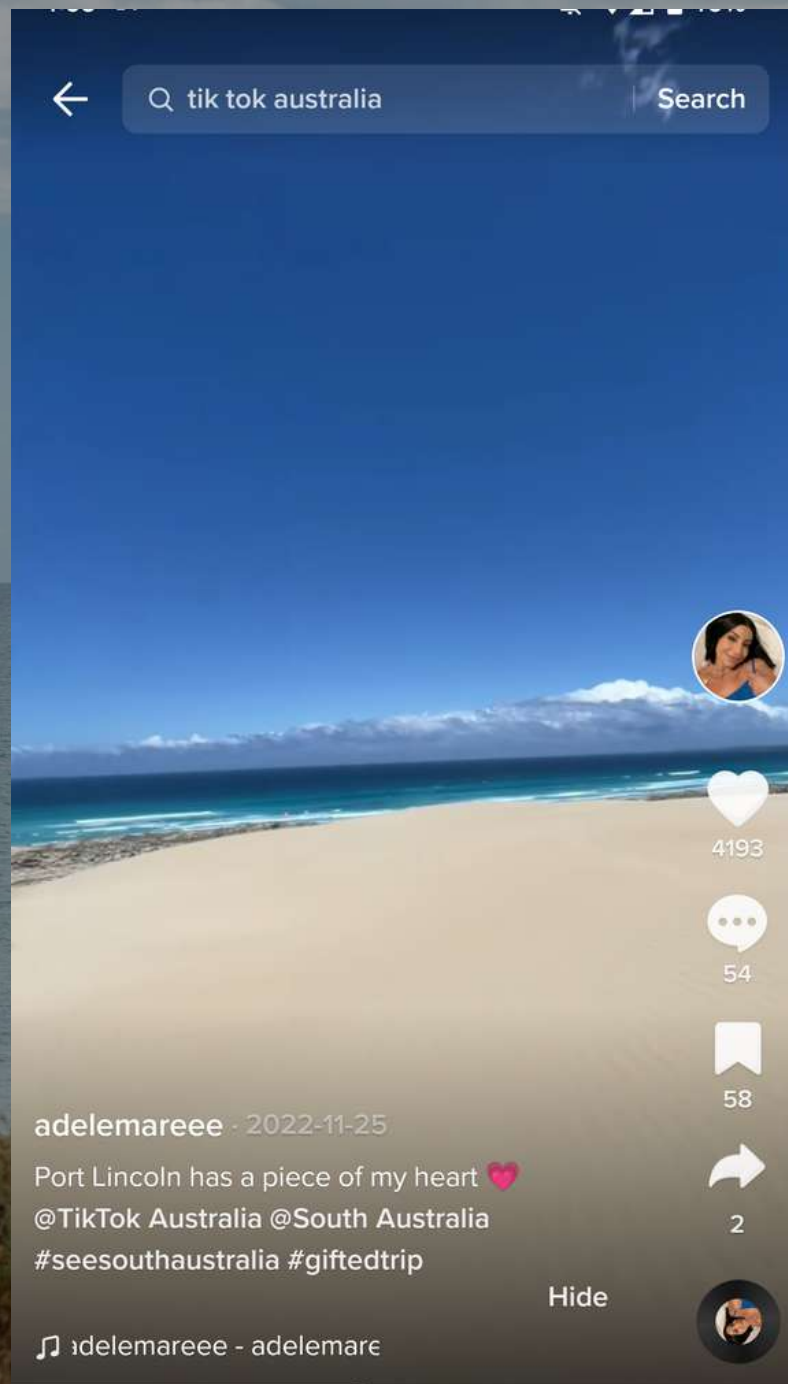
Engagement Rate - 12.23%

Bonus Content

1 IG Carousel + 1 YT Video

\*results for IG post not included

# Adele Maree



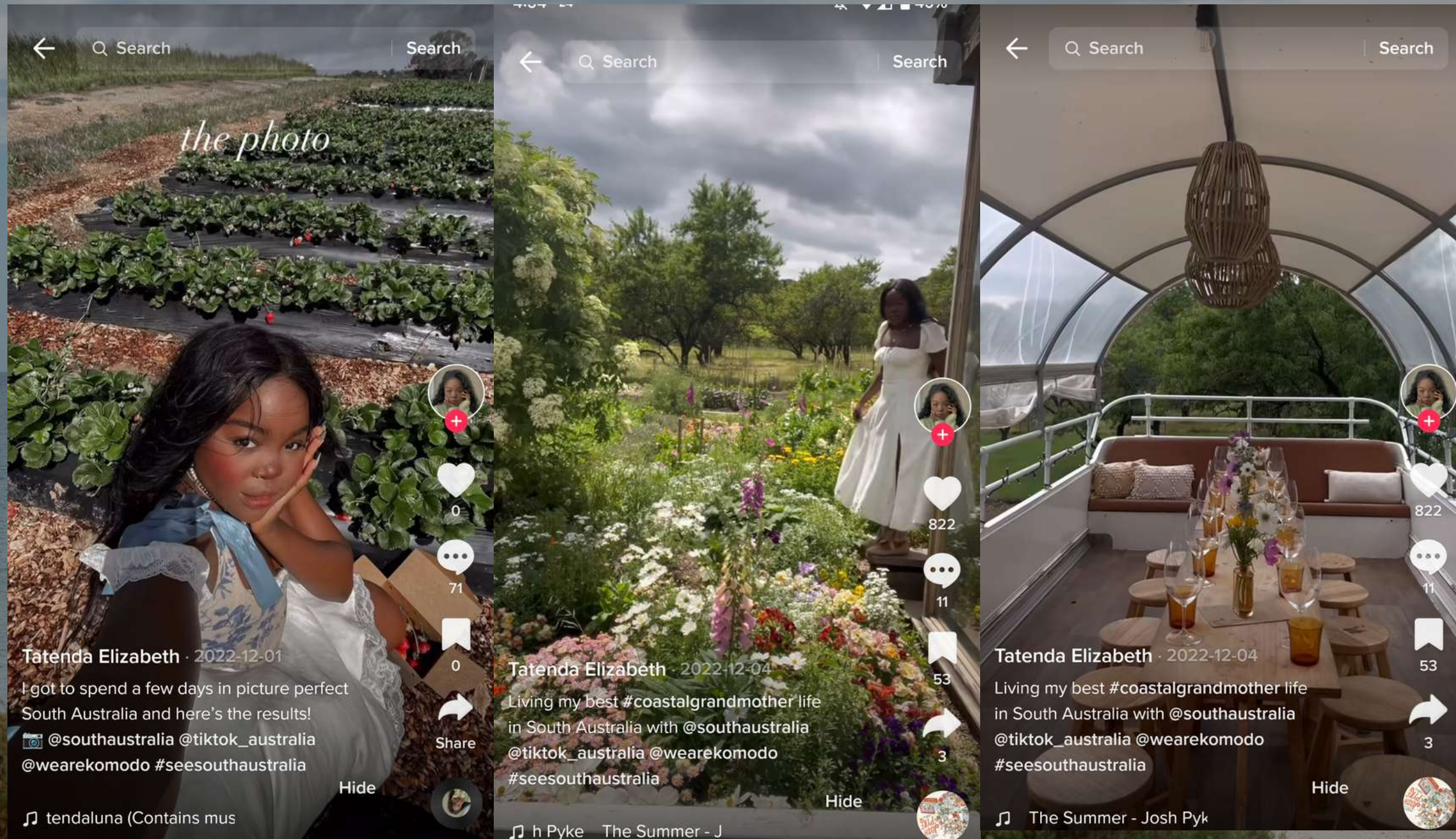
3 TikTok Videos

Total Views -330,691  
Total Engagements - 31,285  
Engagement Rate - 9.4%

Bonus Content

6 TikToks + 1 IG Carousel  
+ 1 YT Video

# Tatenda Luna



3 TikTok Videos

Total Views -731,100

Total Engagements - 201,848

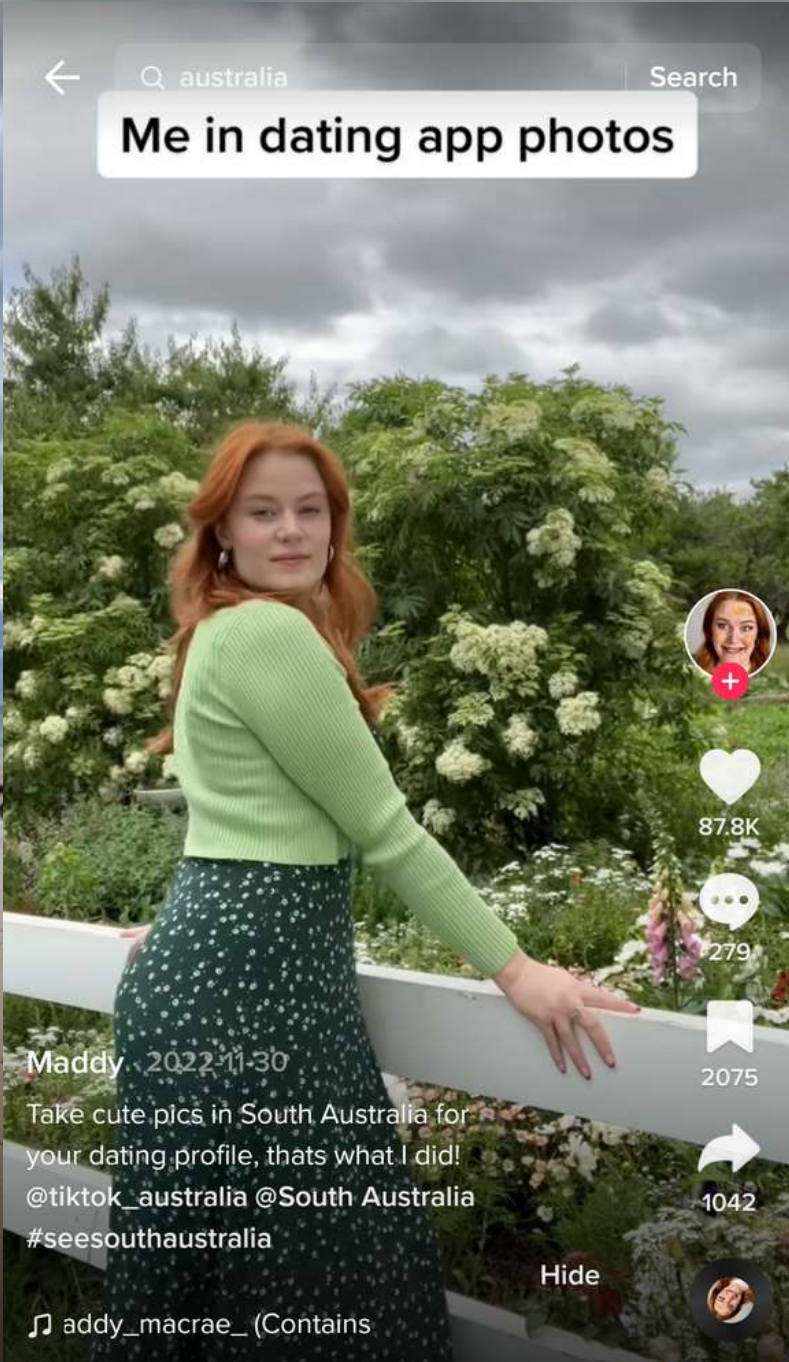
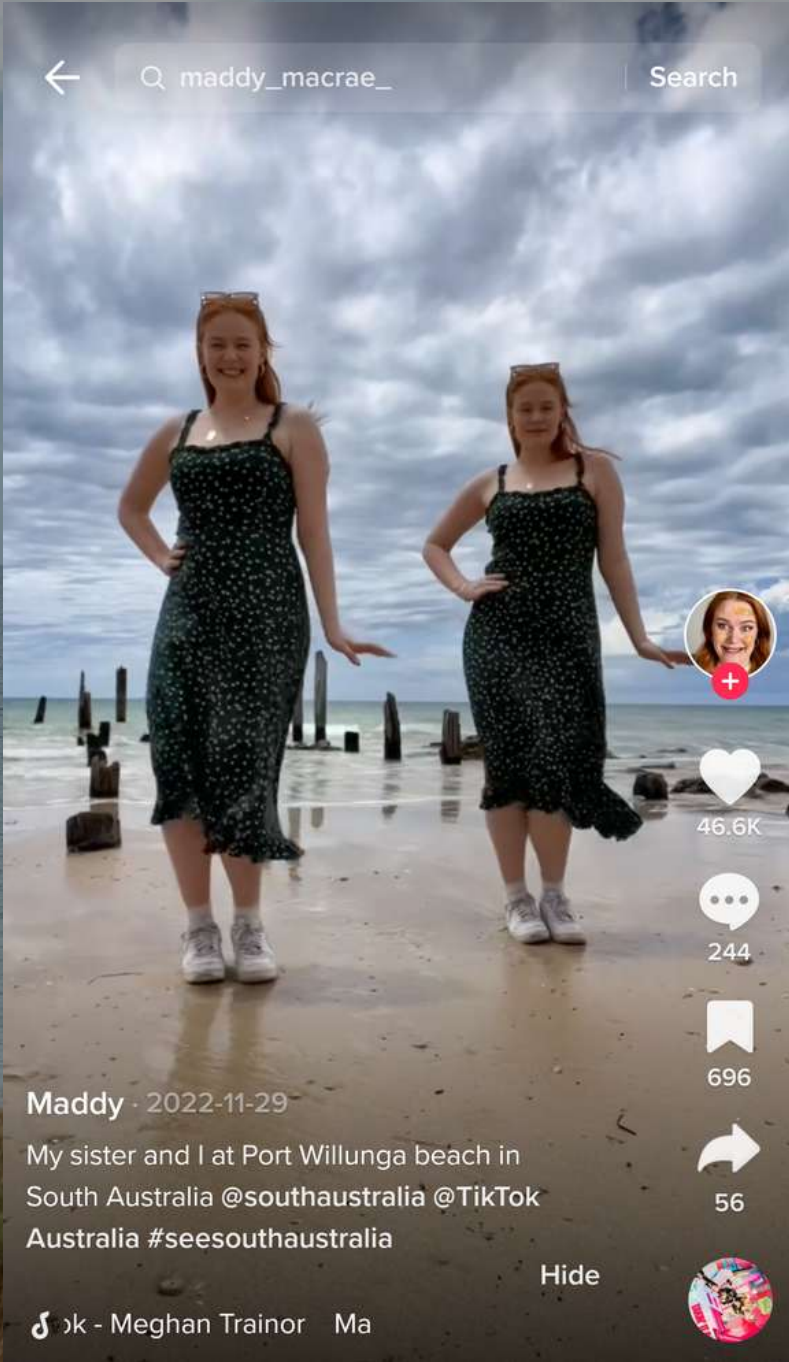
Engagement Rate - 27.6%

Bonus Content

2 TikToks + 1 IG Post

\*results for IG Post not included

# Maddy Macrae



3 TikTok Videos

Total Views - 1,345,749

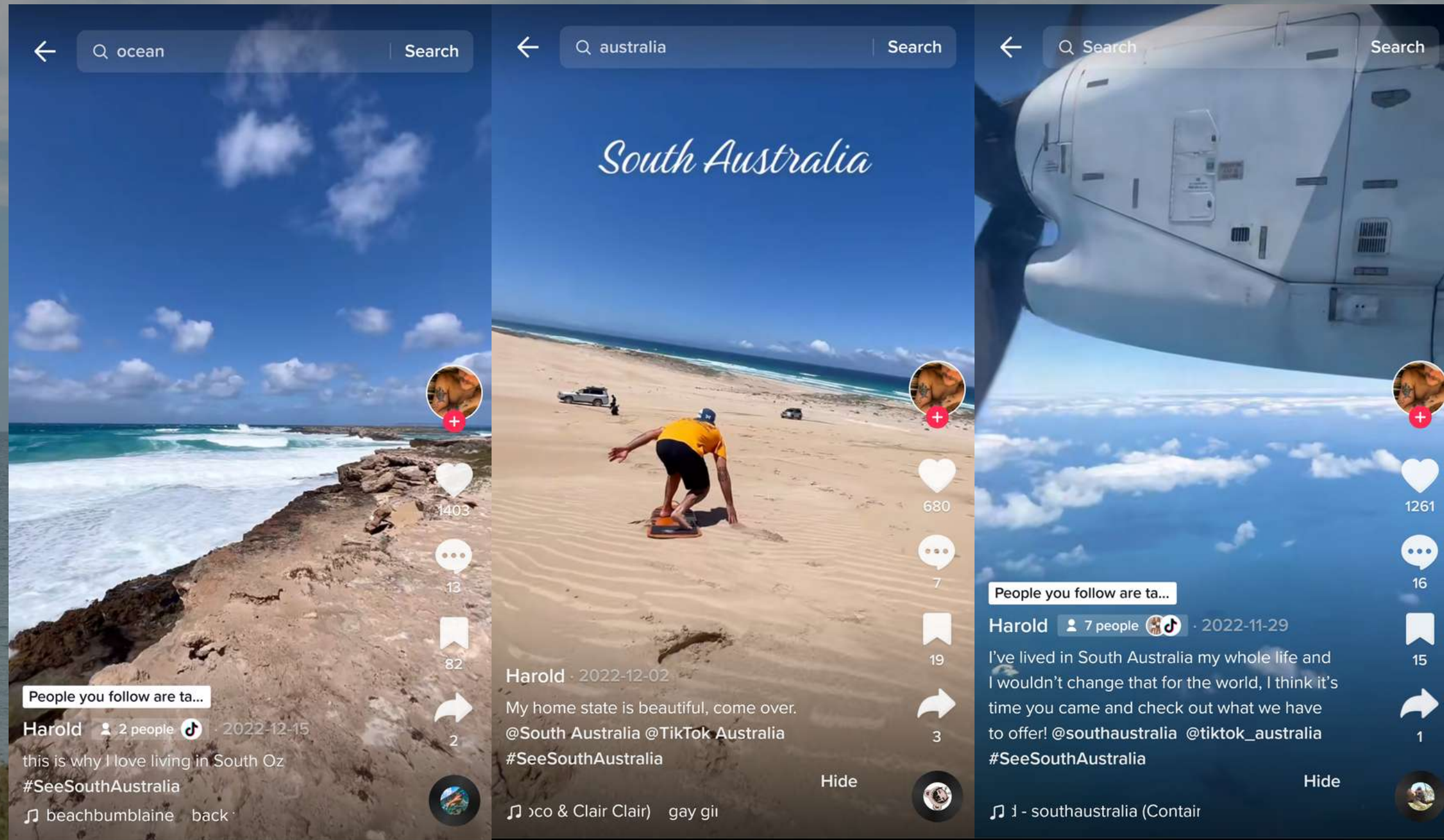
Total Engagements - 171,068

Engagement Rate - 12.71%

Bonus Content

2 IG Carousel

# HARRY HOLLAND



3 TikTok Videos

Total Views - 69,700  
Total Engagements - 3,492  
Engagement Rate - 5.01%

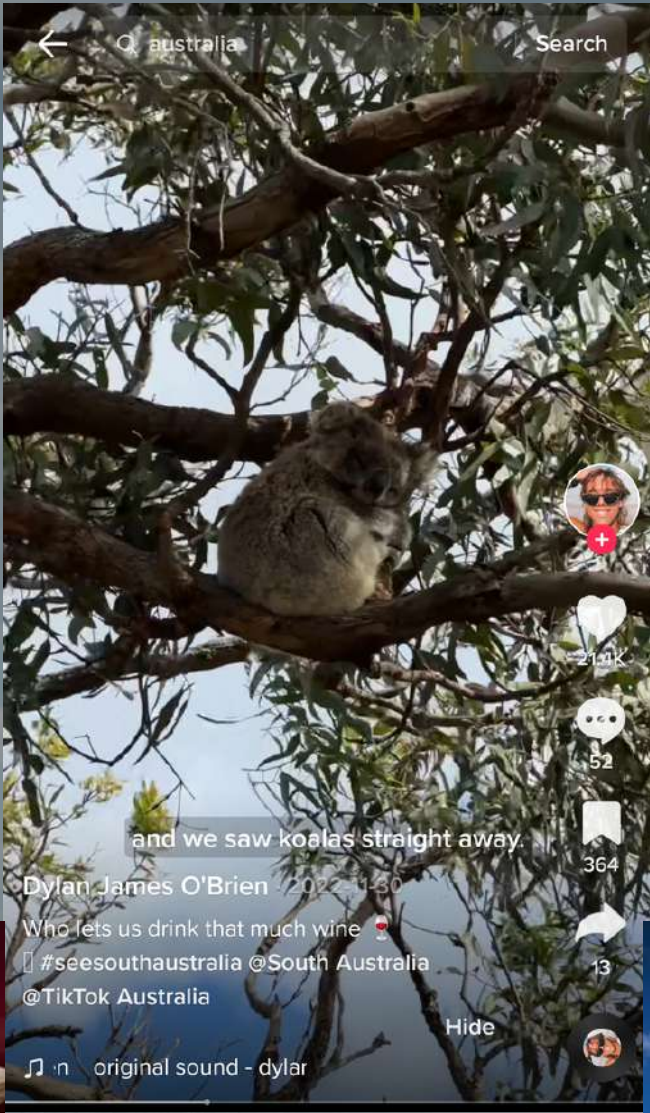
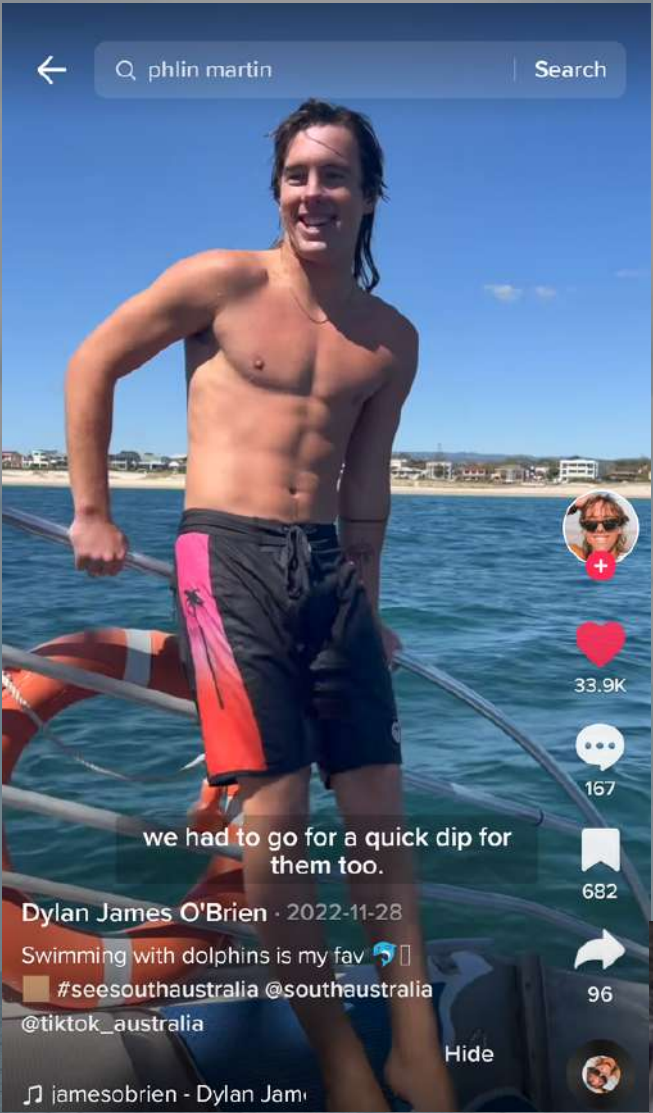
# Brad Canning



3 TikTok Videos

Total Views - 38,962  
Total Engagements - 4,857  
Engagement Rate - 12.46%

Bonus Content  
3 IG Reel



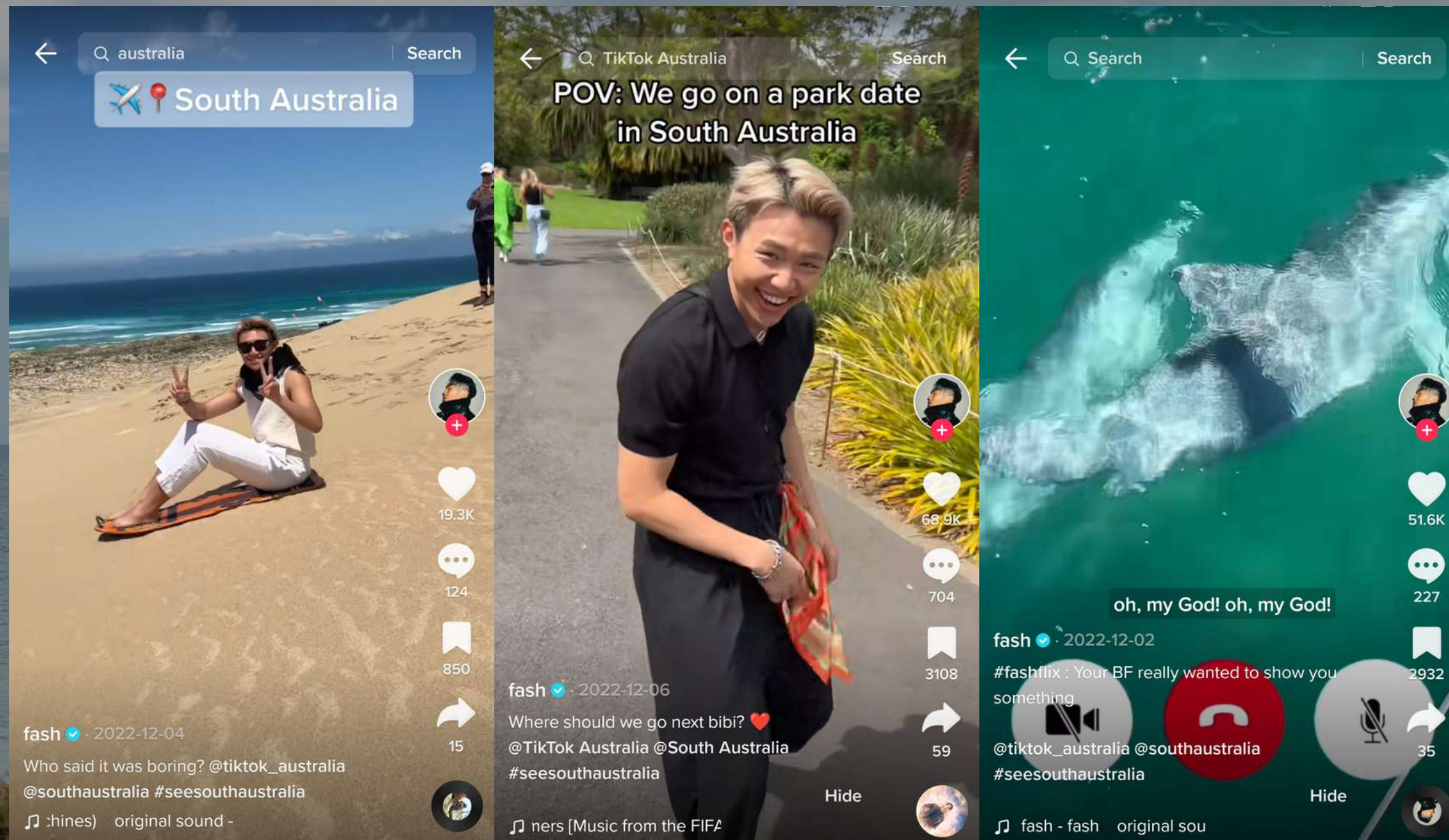
# Dylan O'Brien

4 TikTok Videos

Total Views - 593,300  
Total Engagements - 87,355  
Engagement Rate - 14.72%

Bonus Content  
1 IG Carousel  
\*IG Post results not included

# FASH



3 TikTok Videos

Total Views - 1,353,800  
Total Engagements - 147,851  
Engagement Rate - 10.92%



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