



GRAND WAILEA

MAUI | A WALDORF ASTORIA RESORT

Dean Unglert & Caelynn Miller-Keyes
April 2023 Recap

OVERVIEW

H&S has been tasked with securing four trade-based influencer stays for 2023 in order to reach new audiences through captivating imagery that resonates with the current luxury traveler. The goal is beautiful content that can also be used on brand-owned channels along the way.

Dean Unglert + Caelynn Miller Keyes rarely entertain earned opportunities, but once they learned more about Grand Wailea, they agreed to waive their usual fee and partake in the program as a trade. This is not something we typically see with talent of this caliber!



GRAND WAILEA TRIP ITINERARY

Once their trip was confirmed, H&S worked closely with the Grand Wailea Team to plan a visit that would feel perfectly catered to Dean and Caelynn. Sharing a snapshot of the special moments we ideated below:



Arrival at Grand Wailea

Pre-Arranged Early
Check-In and Meet &
Greet with Megan
Guldenpfennig,
Marketing Manager

Dinner at Botero Lounge



Complimentary breakfast
at 'Ikena

Private Outrigging Tour
with Maui Pacific Tours

Private Property Tour
with Hillary Sandbach,
Director of Marketing

Bespoke Picnic Dinner
featuring Blue Ocean
Mariculture at Molokini
Bluff



Early Morning Beachfront
Yoga

Lunch at Loulu

Honey Macadamia Nut
Indulgence Signature
Treatment at Mōhalu by
Spa Grande

Free Evening



Free Day to Explore the
island of Maui



Complimentary Poolside
Cabana at Hibiscus Pool

Stand-Up Paddle Board
Experience with Aqualani
Beach & Ocean
Recreation

Lunch at Aloha Trick Pony

Dinner Experience at
Humuhumunukunukuāpua'a



OVERALL POST PERFORMANCE



18

Total Social Posts

** 16 social posts were not contracted!*



550K+

Social Engagements



1.5M+

Social Impressions



99%

Positive Social Sentiment



Dean Unglert

1.2M Followers | 1.11% ER

In-Feed Posts: 1 Total

** Dean had the best in-feed post performance overall!*

- In-Feed #1:
 - Likes: 43,443
 - Comments: 196
 - Impressions: 208,070
 - Post Engagement Rate: 3.57%

Story Frames: 1 Total

- Impressions: 60,000
 - * Audience Penetration Rate is ~5% for Mega Influencers*

Added Value: Dean provided 27 **professional photos** of Grand Wailea for the property's asset library!



Caelynn Miller-Keyes - **EARNED!**

1.3M Followers | 1.00% ER

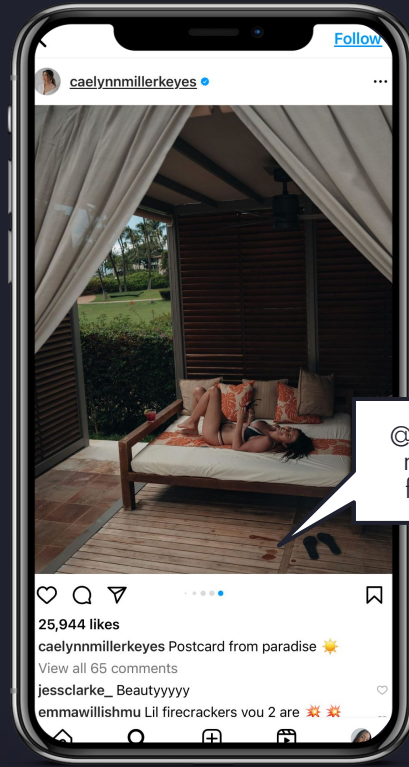
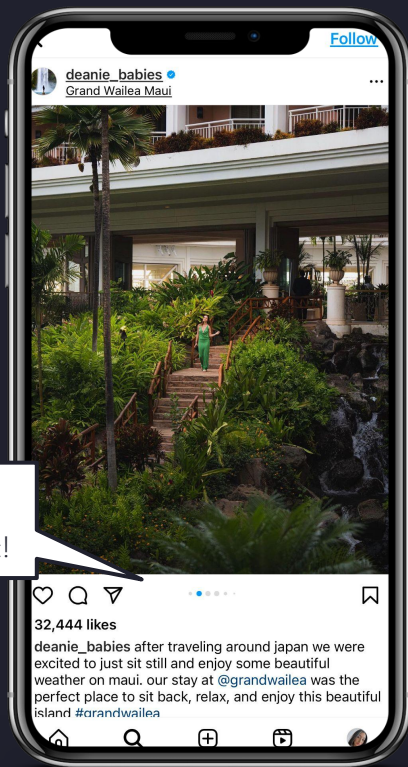
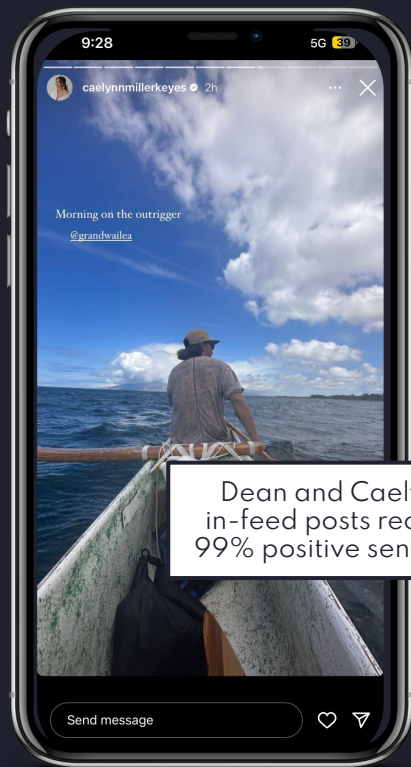
In-Feed Posts: 2 Total

- In-Feed #1:
 - Likes: 26,140
 - Comments: 65
 - Impressions: 230,839
 - Engagement Rate: 1.93%
- In-Feed #2 - Reel:
 - Views: 422,000
 - Likes: 10,871
 - Comments: 42
 - Impressions: 230,787
 - Engagement Rate: 1.00%

Story Frames: 12 Total

- Impressions: 780,000
** Audience Penetration Rate is ~5% for Mega Influencers*

** Caelynn also posted a TikTok (45K+ views) in her hotel room at Grand Wailea with the resort's logo in the background - Great exposure!*



MONETARY VALUE FOR EARNED POSTS / USAGE

Instagram and TikTok are two of the most widely leveraged social media platforms for mega influencers. When looking at the social ROI from Dean and Caelynn's content at Grand Wailea, **the dollar value of their visit would equate to well over \$350K+!** The earned social we garnered from their 5-day stay exceeded our expectations. As an additional added value, Dean provided 27 professional photos to the property for PR & social usage.

Content Creator	Number of Posts	Cost of Post
Caelynn Miller-Keyes	<ul style="list-style-type: none">• 1 IG In-Feed• 1 IG Reel• 1 TikTok• 12 IG Stories	\$270,000+
Dean Unglert	<ul style="list-style-type: none">• 1 IG In-Feed• 1 IG Story• 27 Professional Photos for PR & Social Usage	\$40,000+
Dean Unglert	<ul style="list-style-type: none">• 27 Professional Photos for PR & Social Usage	\$40,000+

KEY LEARNINGS

Feature	Learnings	Recommendation
Deliverables	Securing talent whose partner is also a content creator proved to be a true value for earned social posts. Caelynn actually posted more than Dean did.	Future forward when contracting talent of this caliber, we can focus our considerations on couples since they play off-of each other well. The value of and exposure we earned through Caelynn's posts was above and beyond our expectations which was nice added value overall.
Creative	Finding creators who also have a background in photography was a huge plus up for the property. Dean took some amazing professional shots and was able to provide them to Grand Wailea for the property's asset library.	Taking the time to carefully vet creators is only to our benefit. It's important that everyone feels content is up to par, and the only way to ensure this is to make sure we're 100% aligned with the content creators we're choosing.
Scheduling	H&S + the GW Team should aim to send talent the itinerary survey link once the trip is confirmed to ensure the finalized itinerary is sent (at least) one week ahead of the scheduled trip.	Creating a habit of sending the itinerary survey link after the trip is confirmed will allow us to have ample time to work with the property to finalize details. Making sure we're giving talent enough time to review the itinerary is key, so that any necessary changes can be made ahead of the trip, and allow for more seamless workflow for the team and streamline alignment and communication.



H&S

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