



Influencer Partnership Vision



Platform Performance Overview

Platform	Followers	Tone & Content Style	Observations
Facebook	16.3k	Community-first, lifestyle-oriented, and event-based	Community and Engaging Posts
Instagram	16.3k	Confident and Protective	Product Centric
Tiktok	5.9k	Playful and Energetic	Repurposed Content

Consumer Insight

Consumers care most about real protection and non-sticky texture, but they rely on social proof and authentic reviews to decide what works.



A photograph of three Beach Hut sunblock bottles on a light-colored beach towel. The bottles are orange with white and yellow accents. From left to right: a spray bottle labeled 'MAX 100++ SPF', a lotion bottle labeled 'MAX 100++ SPF UNBELIEVABLY LIGHT LOTION SUNSCREEN', and a aerosol bottle labeled 'MAX 100++ SPF SUMMER AEROSOL'.

Micro-influencers



Micro-influencer Selection



[Elaine Abonal](#)

ABOUT

She's the Head Coach at Surfista Siargao and host at Surfista Villa, sharing content that blends surfing, motherhood, and island life.

SOCIAL MEDIA FOLLOWERS

6.9K

Facebook

62.6K

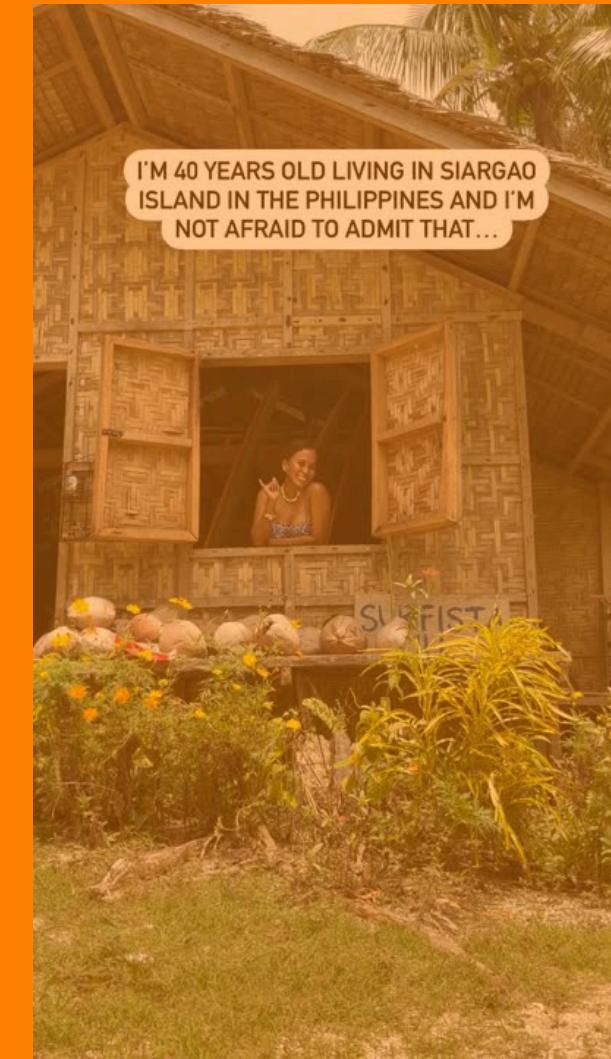
Instagram

29K

TikTok

NOTABLE CONTENT

1.2M views, 7.3k likes



Micro-influencer Selection



Chinito Walkers

ABOUT

Creates viral TikTok videos documenting their long-distance walks across Metro Manila while being under the sun.

SOCIAL MEDIA FOLLOWERS

695

Facebook

10.6K

Instagram

71.6K

TikTok

NOTABLE CONTENT

17.4M views, 63.9k likes



Macro-influencers

Macro-influencer Selection



[David Guison](#)

ABOUT

Creates content about fashion, travel, and grooming.

SOCIAL MEDIA FOLLOWERS

217K

Facebook

475k

Instagram

465.9K

TikTok

NOTABLE CONTENT

780.7k views, 50.4k likes



Macro-influencer Selection



Colz Vidal

ABOUT

A Siargao-based creator known for her travel and beach lifestyle content.

SOCIAL MEDIA FOLLOWERS

371K

Facebook

223K

Instagram

122.4K

TikTok

NOTABLE CONTENT

678.9K views, 53.1K likes



Influencer Marketing
Deck

Macro-influencer Selection



Sofia Jahrling

ABOUT

Produces polished fashion, beauty, and lifestyle content across IG, TikTok, and YouTube.

SOCIAL MEDIA FOLLOWERS

3.3K

Facebook

50K

Instagram

265.2K

TikTok

NOTABLE CONTENT

87.9k views, 4.6k likes



Content Creation

SAMPLE CONTENT

