



# 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.





# 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**

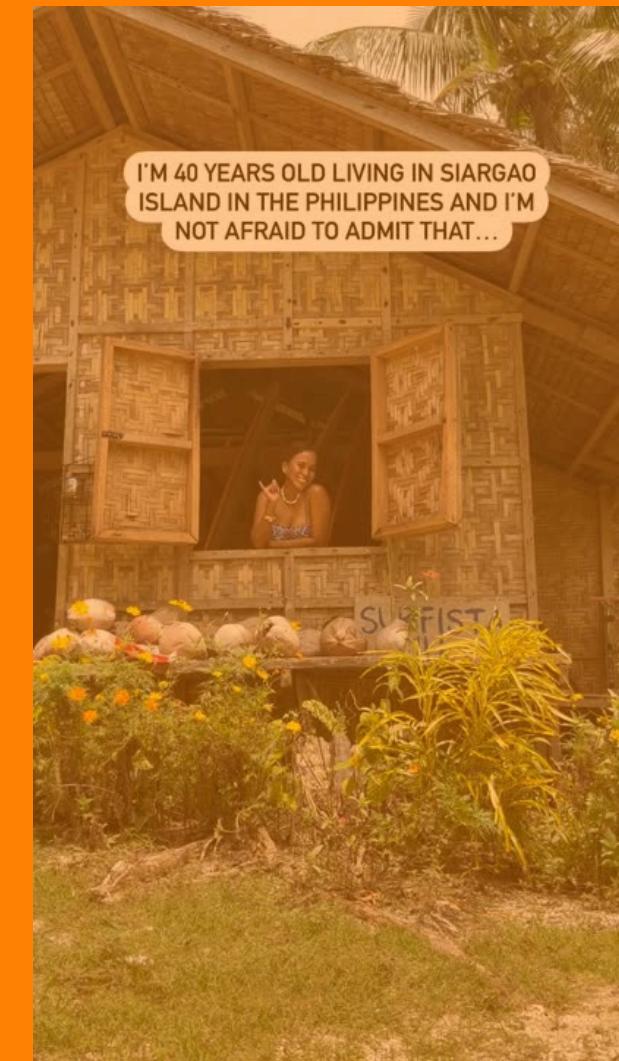
Instagram

**29K**

TikTok

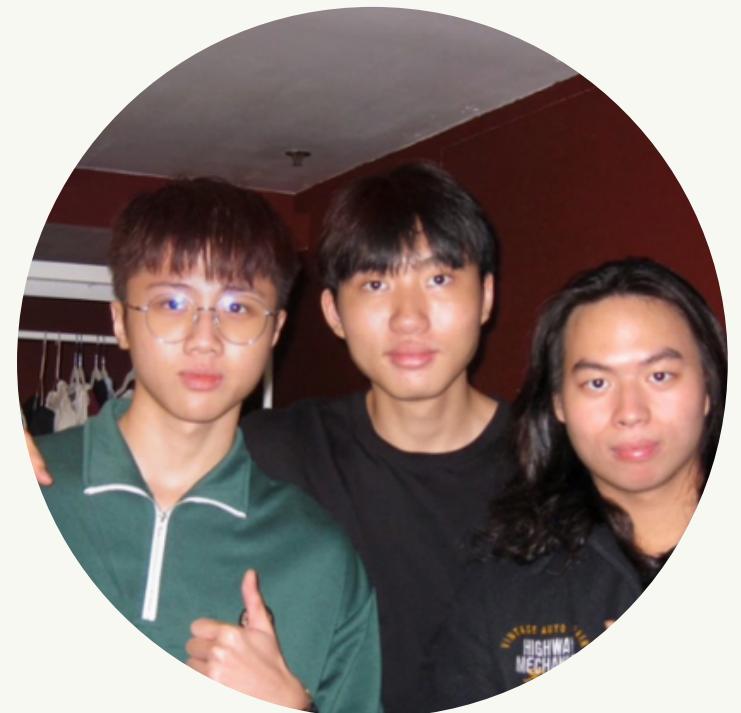
## NOTABLE CONTENT

1.2M views, 7.3k likes



Influencer Marketing  
Deck

# 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

