



RUBENSTEIN

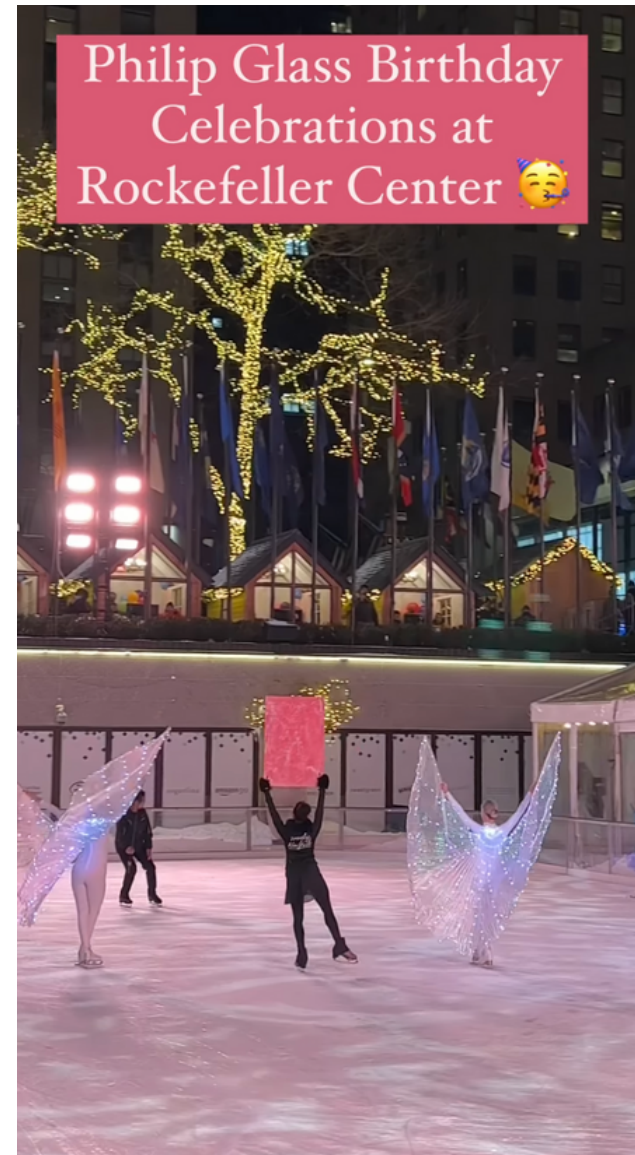
**INFLUENCER MARKETING
FOR ROCKEFELLER CENTER**

By Kayla McCullough

OUR INFLUENCER JOURNEY

- To meet client needs and adapt to the changing media landscape, we have been using influencers to promote Rockefeller Center programming and events even though this was not originally part of our scope
- We started small and didn't try to bite off more than we could chew
- While influencer niche may vary, we prioritize influencers with a New York City following as a big goal for us is to bring more New Yorkers to the Center
- We aren't paying them for their coverage, so the incentive for them to cover is the exclusivity and prestige of Rockefeller Center special events
 - We coordinate with Rockefeller Center's social media team in order to amplify influencer content

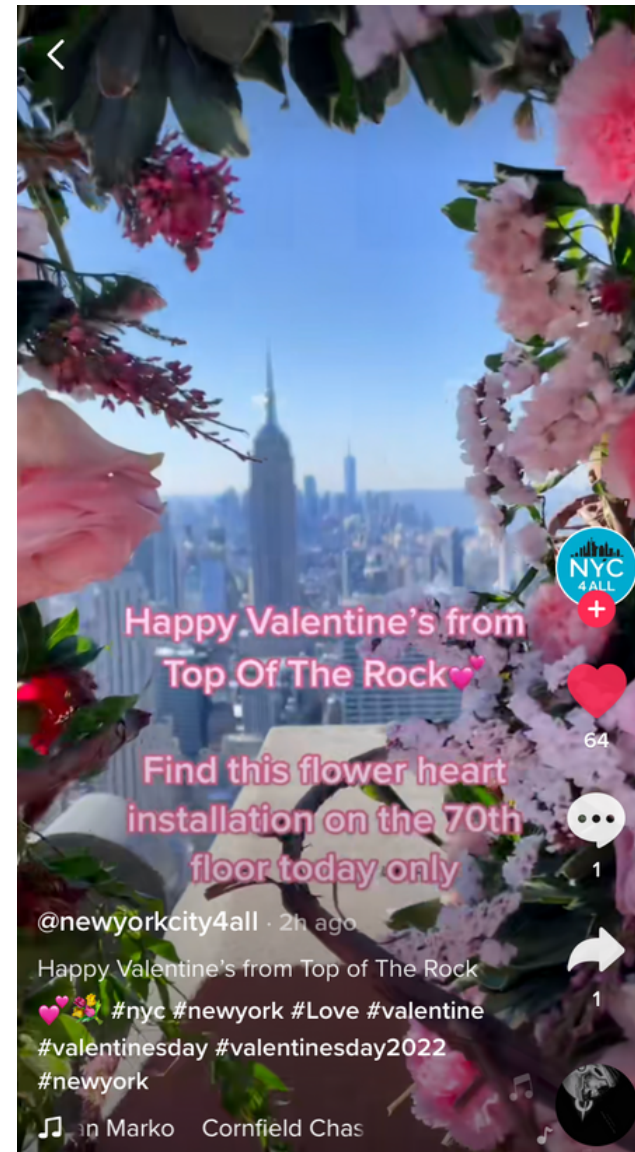
PHILIP GLASS' 85TH BIRTHDAY



Content Examples

- Goal: Promote Philip Glass' birthday party and position Rockefeller Center as a cultural destination in New York City
- Arts and culture content creators on Instagram or TikTok
- The 4 visiting influencers had over 465K followers combined across all platforms, and influencer video content amassed over 40K total views

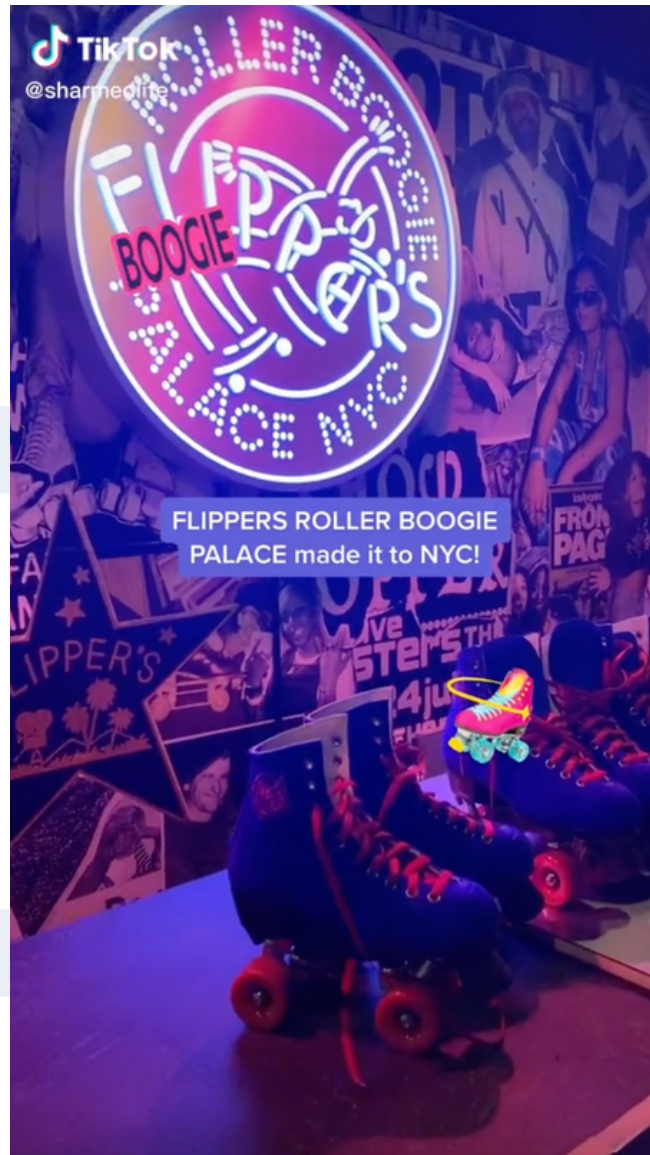
LOVE AT THE CENTER



Content Examples

- Goal: Promote Rockefeller Center's Flower Flash and position the Center as the best place to celebrate Valentine's Day
- "Things to Do" content creators on Instagram or TikTok
- The 4 visiting influencers had over 1.4M followers combined across all platforms, and influencer video content amassed over 74.7K total views

FLIPPER'S ROLLER BOOGIE PALACE



Content Examples

- Goal: Promote Flipper's Roller Boogie Palace as the hot new destination for summer in NYC
- "Things to Do" content creators on Instagram or TikTok
- The 4 visiting influencers had over 593.7K followers combined across all platforms, and influencer video content amassed over 160.9K total views

TREE LIGHTING 2022



- In previous years, coverage of the Tree lighting used to be exclusively broadcast, print/online, photo, and radio
- For the first time, in 2022 we are expanding our coverage to include an influencer pen on site!

THANK YOU!

