



PO Studios Event Impact Report

Model Photographer Meetup + Fashion Show

Produced by PO Studios Marketing Agency

Executive Summary

This event marked PO Studios' largest production to date — a full-scale creative activation designed to bring together the region's creative industry through intentional production, community, and content.

Key Highlights:

- 250+ live attendees
- 8,000 sq ft venue activation
- Full runway production featuring 2 designers
- Fully produced in-house: marketing, casting, logistics, production, content, and communications

This was not simply an event — it was a **multi-layered marketing activation built on community and content distribution.**

Attendance & Growth

- RSVP Total: 234 (ticket sales)
- Confirmed Attendance: 250+
- Ticket Sales: Doubled from previous event
- Casting Call Attendance: 40
- Creative Campaign Participation: 10

Growth Indicator

Ticket volume doubled compared to the previous event, signaling **audience expansion, increased demand, and strengthened brand trust.**

Audience Profile

Primary Audience:

- Models



- Photographers
- Creatives
- Local influencers
- Marketing agencies
- Designers

Demographics:

- Age Range: 20–40
- Average Following: ~10K per attendee (not limited to)

Industry Alignment:

- Fashion
- Lifestyle
- Hospitality
- Beauty

This audience represents a **highly visual, socially active, and trend-aware demographic**, making it ideal for brand exposure and content-driven marketing.

Owned Media Performance (Organic Reach)

Official Event Flyer (*No Paid Ads*)

- 35,000+ views
- 510 shares
- 54 saves
- 39 comments

PO Studios In-Feed Content (*9 Posts*)

- 47,887 views
- 301 shares
- 52 saves
- 117 comments

Content Ecosystem

- 87 in-feed posts
- 236 stories
- 45 tagged posts



This created a **high-density content wave across the local creative ecosystem**, driven entirely by organic engagement.

Platform Performance & Reach

Instagram (Week of Event)

- 124,299 views (+171%)
- 3,000 + interactions (59.8% from posts)
- Accounts Reached: 34,660
- +497% increase week-over-week

Profile Activity (Event Day)

- Significant spike in profile views and interactions
- Strong audience curiosity and inbound traffic

Key Indicators:

- Viral momentum
- High audience intent
- Increased brand visibility

Email Campaign Performance

- Email List: 500+

Campaign #1

- 9.63% Open Rate
- 30.77% Click Rate

Campaign #2

- 26.02% Open Rate
- 50% Click Rate

Campaign #3

- 17.29% Open Rate
- 17.39% Click Rate



Links Included:

- Po Studios
- RSVP
- Event details

These metrics reflect **strong audience intent and engagement across direct communication channels.**

Members Network Impact

Total Network Reach:

- Instagram: 747,373
- TikTok: 1.5M+

Participation:

- 8 members attended
- 8 members posted across platforms

This ensures **built-in amplification beyond owned channels**, extending reach through trusted creators.

Community Amplification

- 50 creators posted from the event
- Average following: 1K–10K
- Estimated reach: 338,092+ (views)
- 93 tagged posts + stories

This represents **earned media driven by community engagement and brand alignment.**

On-Site Engagement

- 134 RSVPs
- Multi-zone activation traffic across event areas



Opportunity Identified

Stronger on-site call-to-action integration will increase measurable conversions in future activations.

Production Highlights

- 8,000 sq ft studio transformation
- LED wall installation
- 2 fashion designers
- 27 runway models
- Live DJ + full lighting production
- Dual-space event flow execution

All production elements were **strategically curated and executed in-house by PO Studios.**

Brand Value Delivered

This activation provided **multi-touch brand exposure across digital, physical, and social environments.**

Estimated Exposure Includes:

- 300K–500K+ total reach across platforms
- 240+ in-person attendees
- Continuous post-event content circulation

Touchpoints:

- Pre-event marketing (flyers, campaigns, email)
- On-site exposure (LED screen, activations, presence)
- Post-event distribution (content, reposts, blog)

This structure allows brands to benefit from:

- Immediate visibility
- Content creation
- Ongoing digital exposure



Brand & Event Integration Opportunities

Brands can be integrated into future activations through:

- LED screen logo and video placement
- Printed materials on tables
- QR code integrations
- Social media collaborations
- Pre-event and post-event blog features
- On-site activations and experiences
- Content creation campaigns

These integrations create a **full marketing cycle rather than a one-time placement**.

Data Visualization (For PDF Charts Section)

For the PDF version, convert these into charts:

- Ticket growth (previous vs current)
- Reach growth (week-over-week)
- Content ecosystem breakdown
- Audience distribution
- Engagement metrics (shares, saves, comments)

This will allow the report to be **quickly understood visually by brands**.

Why This Model Works

- Community-driven marketing creates authentic engagement
- Built-in creator network guarantees amplification
- Content-first strategy extends event lifespan
- Experiential environments increase perceived value
- Consistent execution builds brand trust

This is not dependent on paid media — it is powered by **network effect and content distribution**.

Positioning & Regional Impact



The collaboration between PO Studios and Studio 4 represents a new standard for creative activations in the region.

By combining:

- large-scale production environments
- a highly engaged creative network
- and strategic content execution

These events have evolved into a **central hub for creative collaboration, brand exposure, and community-driven marketing.**

Content Longevity

- Post-event gallery delivered
- Blog article published
- Ongoing repost activity
- Continued circulation across platforms

The impact extends beyond the event through **long-term content distribution and visibility.**

Final Positioning Statement

This activation demonstrated the strength of a model built on:

- community
- content
- and strategic production

PO Studios successfully scaled attendance, generated high-volume organic distribution, and executed its most ambitious production to date — fully in-house.

This platform continues to evolve as a **marketing engine for brands, creatives, and collaborative experiences.**