

CLIENT
HUAWEI TECHNOLOGIES

BRAND
HUAWEI

OBJECTIVE
CONTENT CREATION

LOCATIONS



INFLUENCERS

3

CONTENT CREATED

201

OBJECTIVE

The aim of the campaign was to cooperate with authentic content creators in order to create content, integrate it into “Huawei” social media channels and invite people to participate in mobile photography contest called “InFocus” in Lithuania, Latvia and Estonia.

SOLUTION

Three authentic nature and travel content creators were invited to go on a local expedition and find undiscovered locations in Lithuania, Latvia and Estonia. Content creators captured nature’s beauty using a brand new “Huawei P30 Pro” camera and in total created 201 high quality content assets. In addition, they have encouraged people to enter into “Huawei” mobile photography awards “InFocus”.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@priidusaart](#)

[@tomasadomavicius](#)

[@janiszilvers](#)

