

Alaska Airlines #mostwestcoast Photo Contest

I teamed up with Alaska Airlines to promote their new status of Most West Coast Flights post Virgin America acquisition.

Leveraging our talent relationships, we secured a partnership with Queer Eye's Jonathan Van Ness, who took his nearly one million followers on vacation with him to Hawaii via daily posts on his Instagram Stories followed by a two-week long photo contest offering up two Alaska Airlines Round Trip Tickets for the best original travel photo posted on Instagram. Of course, they had to follow @alaskaair, tag the brand with the hashtag #mostwestcoast.

Alaska Airlines enjoyed unprecedented success with nearly **30,000,000 social impressions**, **5,200,000 engagements** (likes, views, comments) and **1,300 entries**.

