

VOGRACE × hatsukoi ♡

DEC 9-10
2023

△ Expo Reforma

↔ CDMX

UNA CONVE
LGBTQIA+
DE FANS
PARA FANS



hatsukoi♥com



SPONSORSHIP RESULTS

Results and evidence of the sponsorship/collaboration of the brand VOGRACE in the second edition of hatsukoi.

KEY POINTS

► **HATSUKOI:** took place on December 9 and 10 with an attendance of approximately 5,000 people.

► **EXPOSURE:** Social media, artist collaborations, advertising, and stages.

SOCIAL MEDIA



JULIO 26 / 2023



►REACH: 10,872 people

►INTERACTIONS: 694 interacted

►SHARE: 93 shares



►REACH: 3,867 people

►INTERACTIONS: 637 interacted

►SHARE: 50 shares

STORIE



Actividad

Compartir

Destacada

Más

SOCIAL MEDIA



AGOSTO 01 / 2023



►REACH: 5,985 people

►INTERACTIONS: 392 interacted

►SHARE: 119 shares



►REACH: 3,802 people

►INTERACCIONES: 564 interacted

►SHARE: 102 shares

STORIE



SOCIAL MEDIA



AGOSTO 02 / 2023



►REACH: 3,100 people

►INTERACTIONS: 352 interacted

►SHARE: 10 shares

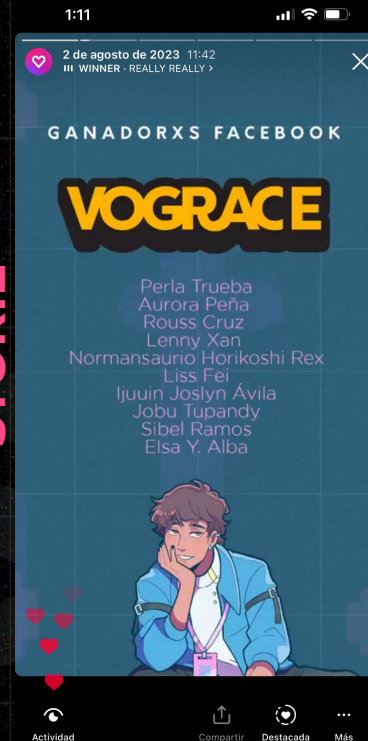


►ALCANCE: 2,531 people

►INTERACCIONES: 271 interacted

►SHARE: 12 shares

STORIE



SOCIAL MEDIA / CAROUSEL



SEPT 20 / 2023



►REACH: 5,483 people

►INTERACTIONS: 221 interacted

►SHARE: 39 shares



►REACH: 3,549 people

►INTERACTIONS: 469 interacted

►SHARE: 54 shares



SOCIAL MEDIA / CAROUSEL



SEPT 20 / 2023



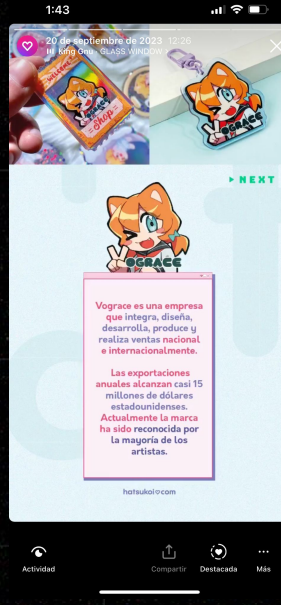
STORIE



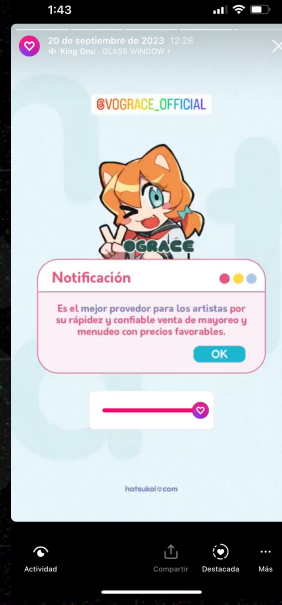
STORIE



STORIE



STORIE



SOCIAL MEDIA



NOV 23 / 2023

BLACK FRIDAY
VOGRACECUPONES DE 5USD
PARA NUEVOS CLIENTES10% DE DESCUENTO
PARA CLIENTES REGulares

VIP 15% DE DESCUENTO

DEL 23 AL 30 DE NOVIEMBRE



hatsukoi♥com

►REACH: 6,702 people

►INTERACTIONS: 335 interacted

►SHARE: 72 shares

BLACK FRIDAY
VOGRACECUPONES DE 5USD
PARA NUEVOS CLIENTES10% DE DESCUENTO
PARA CLIENTES REGulares

VIP 15% DE DESCUENTO

DEL 23 AL 30 DE NOVIEMBRE



hatsukoi♥com

►REACH: 3,350 people

►INTERACTIONS: 344 interacted

►SHARE: 49 shares

STORIE



SOCIAL MEDIA

TOTALS:

AVERAGE AGE:

FROM 18 TO 34 YEARS / 77.20% FEMALES / 22.80% MALES



►ORGANIC REACH::

49,241 PEOPLE

►INTERACTIONS:

4,279 (excluding Stories)

►SHARE:

600 shares



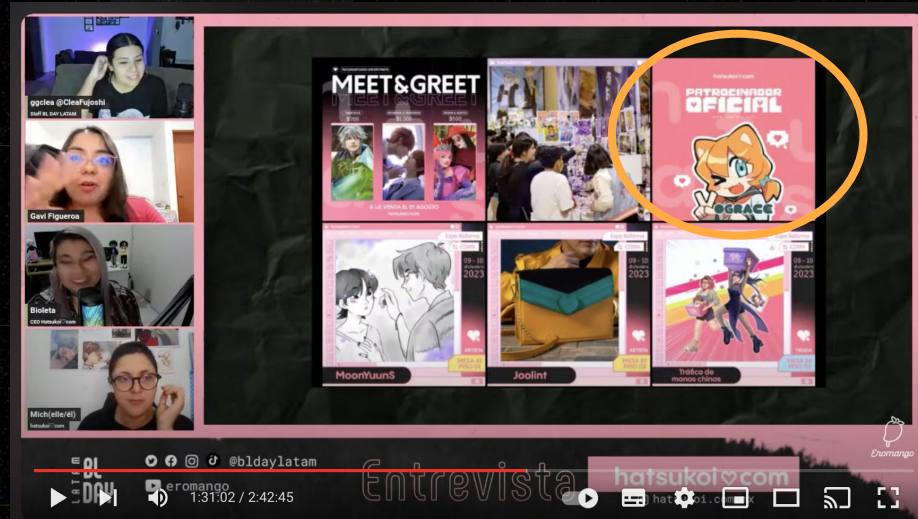
EXTRA SOCIAL MEDIA

YOUTUBE INTERVIEW MENTION

FANFICS

PODCAST

MICHIPICS



Entrevista convención: Hatsukoi♡COM (México)



Eromango BL
1.8 K suscriptores

Suscribirse

57



Compartir



770 vistas · Transmitido hace 5 meses

¡Bienvenidos a BL DAY LATAM 2023!! Estamos emocionados de presentar a uno de nuestros invitados especiales: HATSUKOI♡COM de Ciudad de México, México.
...más

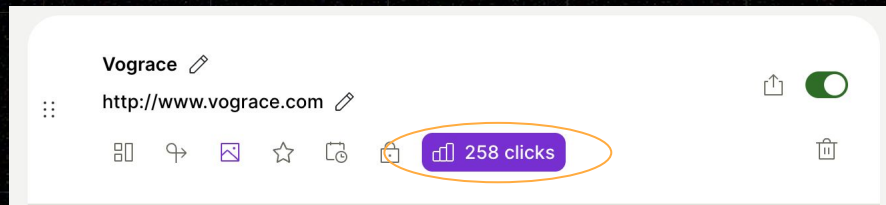
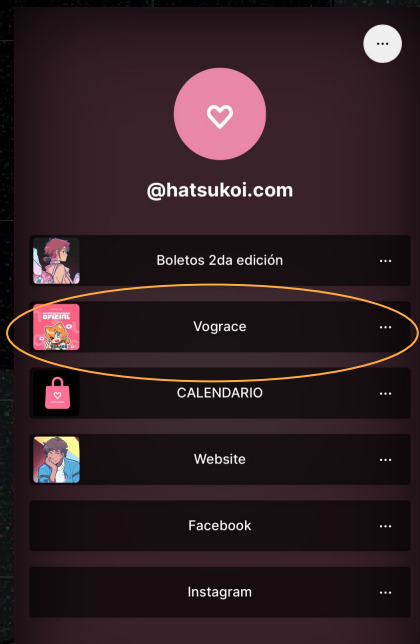


FANFICS

PODCAST

MICHIPICS

EXTRA SOCIAL MEDIA: ACTIVATION OF THE LINKTREE BUTTON



SAMPLES DISTRIBUTION

SAMPLE SETS WERE DELIVERED TO HIGHLIGHTED EXHIBITORS

► EVIDENCE

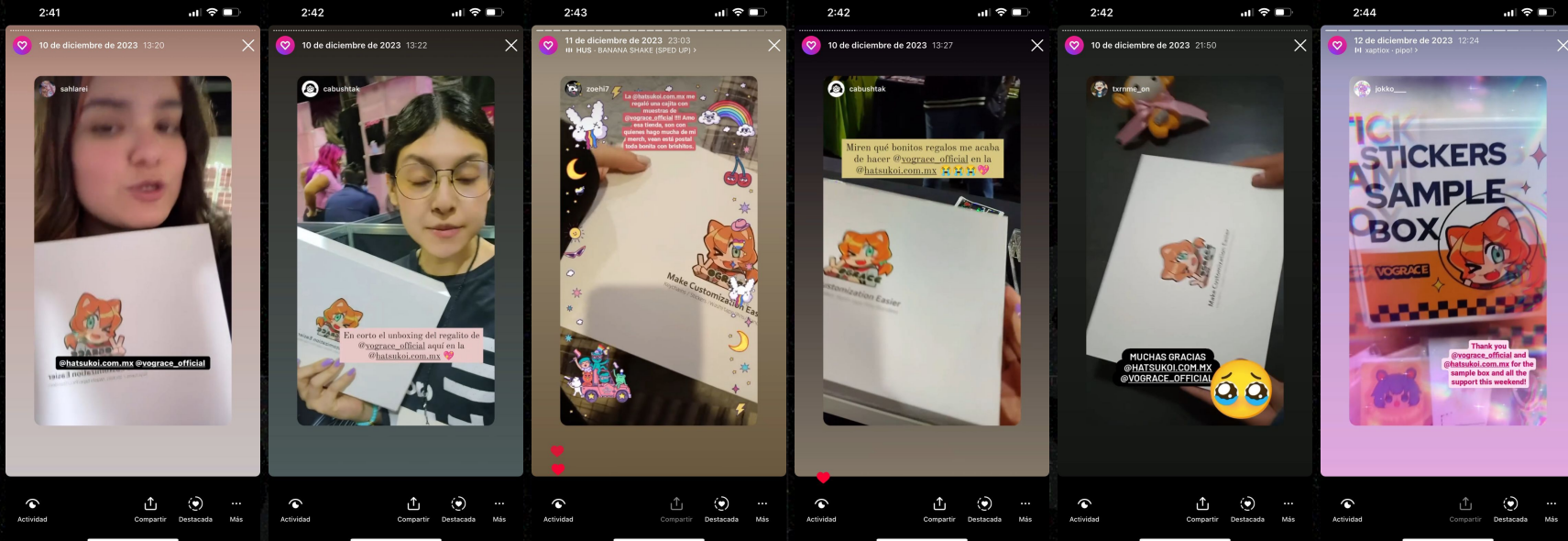


SAMPLES DISTRIBUTION

SAMPLE SETS WERE DELIVERED TO HIGHLIGHTED EXHIBITORS



SOME STORIES SHARED BY THE EXHIBITORS OF THE SHOWCASE



SHOWCASE ON DISPLAY / STAGE

SAMPLES ON DISPLAY AT HASTUSHOP AND ADVERTISEMENT PLAYED ON THE
MAIN STAGE



/PINK CARPET / OFFICIAL GUIDE / CALENDAR

APPEARANCE OF VOGRACE AS OFFICIAL SPONSOR ON EVENT ITEMS AND GIFTS
TO THE AUDIENCE



THANK YOU FOR EVERYTHING!

WE LOOK FORWARD TO CONTINUING TO
COLLABORATE TOGETHER

COMING SOON:



ABRIL 2024
1era Edición



hatsukoi♥com

NOVIEMBRE 2024
3era Edición