

CASE STUDY · ARTS & CULTURE

Moco Museum London: Turning Cultural Experiences into Organic Creator Buzz



Upfluence partnered with Moco Museum London to amplify its presence and position it as a premier cultural destination through strategic creator collaborations.

INDUSTRY	OBJECTIVE	CHANNELS	DELIVERABLES
Arts & Culture	Boost museum visits & brand visibility	TikTok	1 TikTok video per creator

THE CHALLENGE

Drive Buzz and Ticket Sales in a Competitive Market

Moco Museum London sought to establish itself as a must-visit cultural hotspot for 18-35 year olds looking for things to do in London. The challenge was to generate authentic buzz and drive measurable ticket sales, by sharing the Moco as a date idea and showcasing a new exhibition.

THE APPROACH

Identifying High-Impact Creators for Authentic, Organic Storytelling.

01

Precision Creator Discovery

Upfluence leveraged its intelligence platform to identify 14 creators whose audiences aligned with Moco Museum's target demographic, focusing on engagement quality over follower count.

02

Streamlined Outreach & Activation

Creators and their guests received complimentary museum visits, providing an immersive experience designed to inspire authentic content, with no mandatory posting obligations.

03

Performance-Driven Content Guidance

A creative brief with suggested hooks and hashtags was provided to creators, guiding them towards high-performing content formats like 'guide'-style videos, without dictating specific narratives.

THE RESULTS

Creator-Led Growth: Tangible Results for Moco Museum

1.38x

Higher Engagement Rate

3.38%

Total Engagement Rate Achieved

366K

Total Estimated Reach

453K

Top Post Impressions

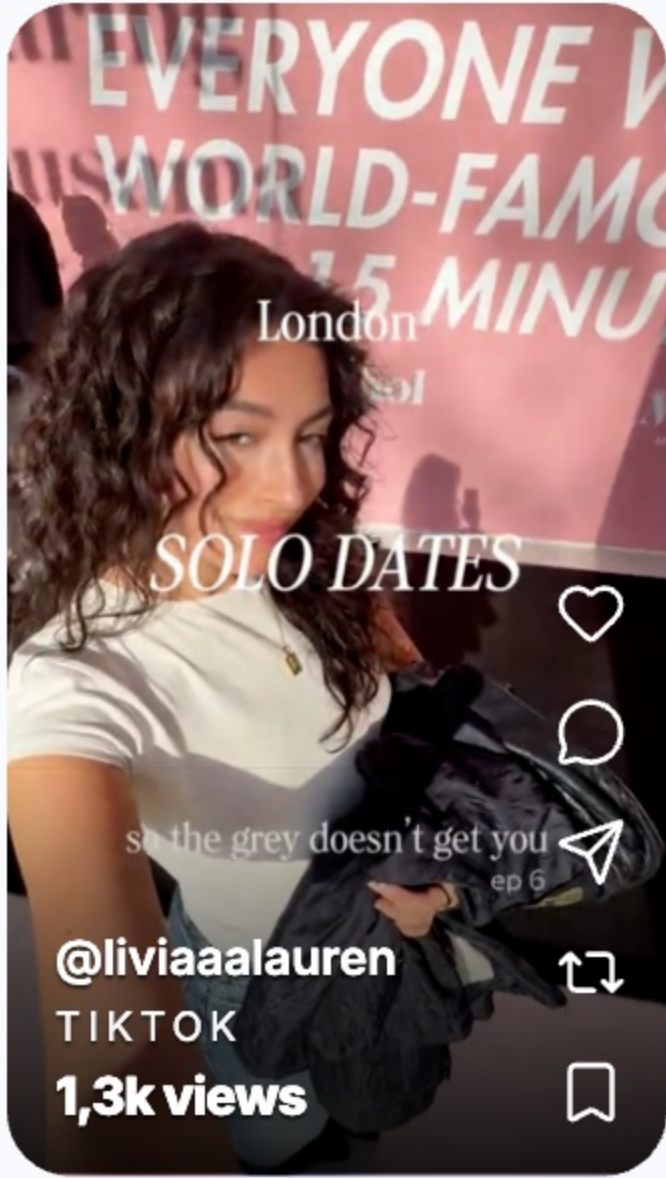
HIGHLIGHTS

14 creators turned complimentary museum visits into 453K impressions and a 3.38% engagement rate, with zero posting obligations.

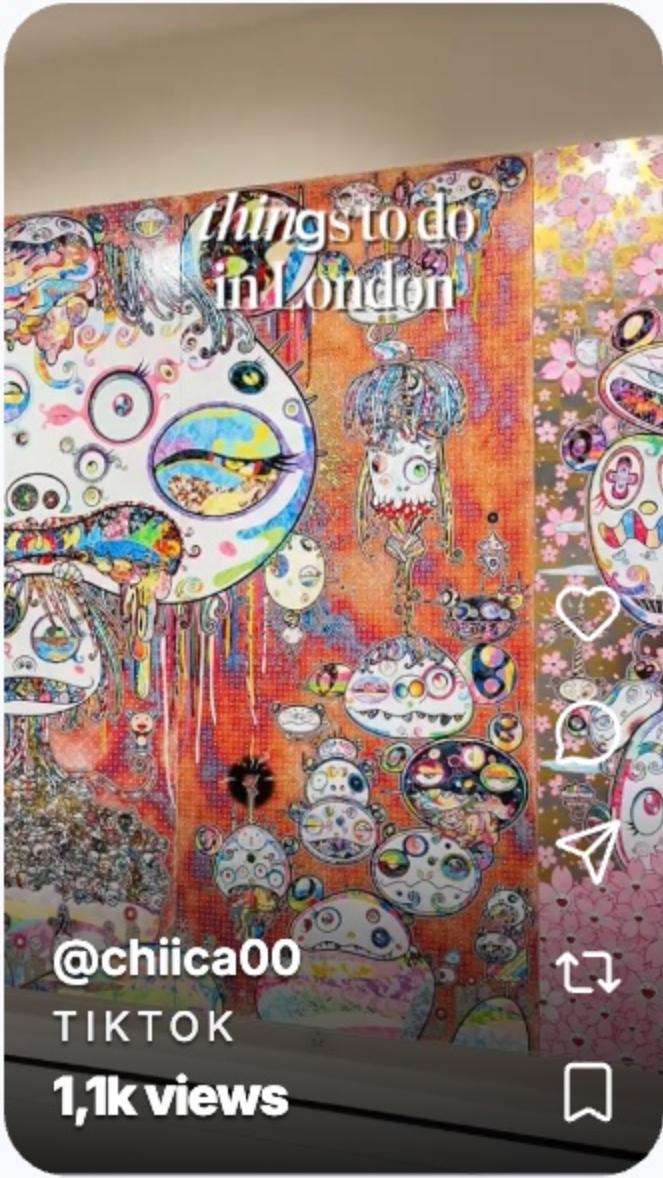
- ✓ The campaign exceeded its own targets, activating 140% more creators and generating 280% more content than initially planned: a strong signal of creator enthusiasm and organic momentum around the museum.
- ✓ TikTok's algorithm rewarded the guide-style content format, with posts consistently surfacing to non-followers and driving discovery well beyond the creators' existing audiences.
- ✓ Top-performing content leaned into algorithm-friendly, highly shareable formats like 'Top places to visit in London' guide-style videos.
- ✓ The campaign successfully positioned Moco Museum as an ideal destination for social occasions, with audience comments describing the experience as 'immersive' and 'cool.'

CAMPAIGN CONTENT

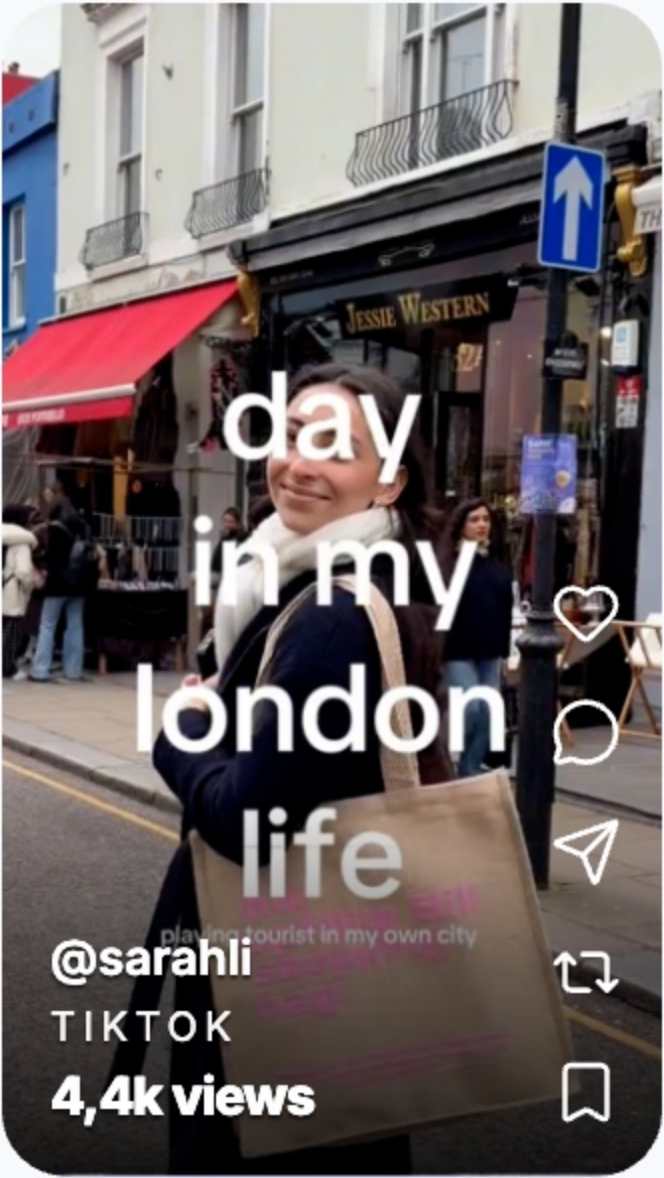
Creator content that drove the numbers



@liviaaalauren
TIKTOK
1,3k views



@chiica00
TIKTOK
1,1k views



@sarahli
TIKTOK
4,4k views



@deborahiona
TIKTOK
2,2k views

@liviaaalauren — TikTok

@chiica00 — TikTok

@sarahli — TikTok

@deborahiona — TikTok

INSIGHTS

What we learned

I • INSIGHT

'Guide-style' hooks drive organic reach

The top-performing post used a '12 Unique Places in London' hook: an algorithm-friendly, highly shareable format that attracted non-followers and drove significant organic reach without any paid support.

II • INSIGHT

Don't Touch It: Gifted Content Performs Best Without Edits.

When content is delivered on a gifting basis with no posting obligation, requesting edits after publishing risks disrupting both performance and the creator relationship.



Upfluence has helped us bring structure and transparency to our influencer program. The platform makes it easy to manage creators and measure campaign performance in one place, which has been a real advantage for our team. Our Campaign Manager has been consistently proactive, communicating clearly with both our team and the influencers, and ensuring everything runs smoothly from start to finish.



Anna Colucci
Online Marketing Coordinator

Ready to transform your brand's reach into measurable growth?

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