



FY25 October - November – Taiwan Famil Report

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Summary:

In October, 3 different types of KOLs from Taiwan including foodie influencer, family and lifestyle YouTuber was invited to New Zealand for FY25 KOL famil trip project. The itinerary include Rotorua, Christchurch, Kaikōura, and Marlborough, supporting New Zealand's natural and cultural experiences. The KOLs experienced the various experiences and the vibrant vitality of New Zealand, sharing high-quality travel content on various social platforms including Instagram, Facebook, and Youtube. As of 3/31, 2025, we have generated **219 clippings** (including all social handles), and the current ROI is 32.7:1.

- Released content across various platforms: [Social](#)



TOTAL

219

Posts & Stories
(+164 posts & stories
than KPI)

2M+

EAV in NZD
(+163% than KPI)

12M+

Circulation

Key Highlight From The Famil

#Friend

77.Food

77 participated the famil with her photographer friend. She has a significant social media influence, as evidenced by the content they share. Most of her contents have garnered over million views, prompting many fans to express interest in visiting New Zealand.



#Couple

Daddy.iam

Daddy.iam and his wife, who is also a KOL, joined this famil trip together. They enjoy unboxing hotels, trains, and scenic helicopter experiences. In their contents, they expressed great satisfaction with the itinerary arrangements. Additional exposure was brought by her wife.



#Family

Shuian Lin

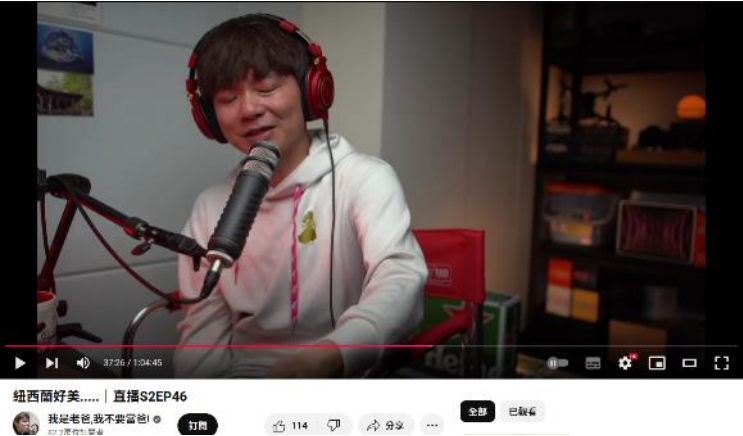
Shuian Lin created a vlog themed around surprising her mom with a trip. Throughout the journey, they expressed great love for New Zealand's adventure activities, cuisine, and scenery, and emphasized that New Zealand is an excellent destination for family travel.



Special Bonus From The Famil

Earned 139% more exposures on KOL’s social handles, and the content was also mentioned on KOL’s live stream.

KOL enjoyed the itinerary so much that they posted much more stories than contracted in-grid on their social media, exceeding our estimates by 139%. Additionally, we gained extra exposure through KOL’s live streams, which were shared directly with her followers on YouTube.



More exposure was boosted on KOL plus one’s social handles.

We earned additional exposure on KOL plus one, as their photographer, family member, or friends are also content creator in Taiwan.



Content was also shared on KOL’s Xiaohongshu for boosting more exposures.

Some Taiwan's KOLs have started using Xiaohongshu and are sharing their content simultaneously on the platform. Not only allows more consumers to see their contents but also presents an opportunity for future collaboration on campaigns in China.



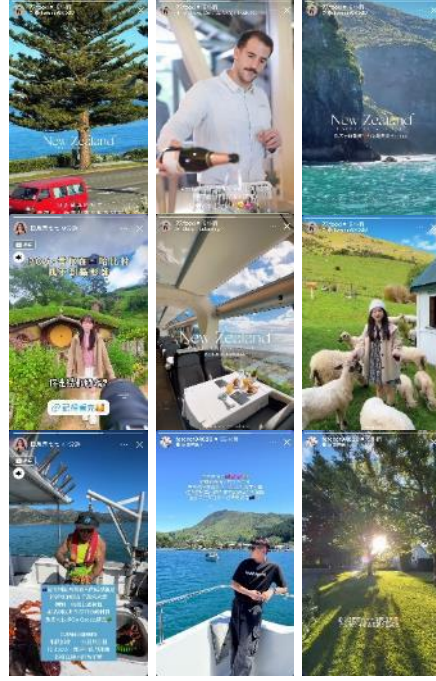
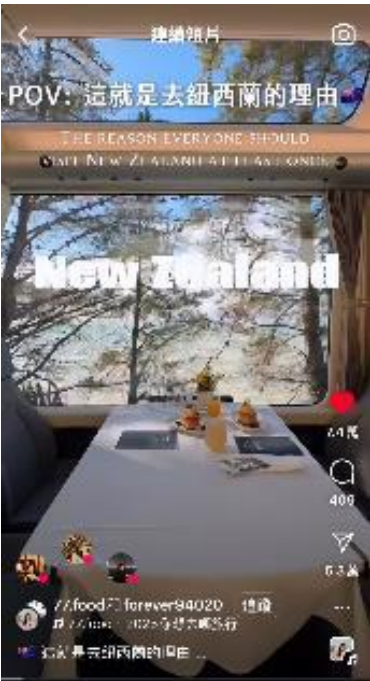
Content Highlight – 77.food

77 is one of Taiwan’s iconic foodie influencer. In this fam, she shares the rich foodie experiences and beautiful spring scenery of New Zealand. Her content on Instagram, Facebook, and Xiaohongshu receives high readership and engagement.



Viewership: 6.8M+
Circulation: 904K+
EAV: 772K+

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Content Highlight – Daddy.iam

Daddy.iam is one of Taiwan’s family Youtuber who shares his life's journey with a touch of humor and reality. In this famil, he shares the various experiences and accommodations in New Zealand with lots of content on Instagram, Facebook, Youtube, and Xiaohongshu.



Viewership: 511K+
Circulation: 1.09M+
EAV: 763K+

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Content Highlight – Shuian Lin

Shuian Lin is a content creator on YouTube and Instagram, known for lifestyle vlogs on her Youtube. She shares most of the itineraries in New Zealand on her Youtube vlog.



Viewership: 300K+

Circulation: 1.1M+

EAV: 554K+

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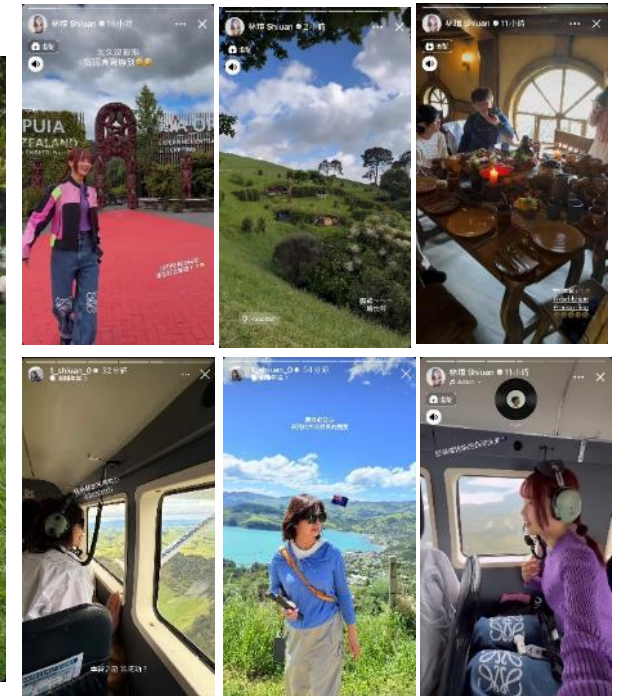


紐西蘭8天怎麼玩nz媽媽不想回來了！南島北島精選行程：地熱溫泉、哈比村、基督城、刺激溜索、海鮮巡遊 🇳🇿 New Zealand

林瑄 Hey! Shuian
25.2萬位訂閱者



Other Posts





THANK YOU!