



HBOMAX™ *Human* BY ORIENTATION

ART BASEL MIAMI 2021
WRAP REPORT



WHAT WE DID

Human by Orientation created a dynamic social and physical presence at Miami's Art Basel, engaged and amplified prominent queer artists around HBO Max IP, and amplified it nationally to build brand awareness and social following.



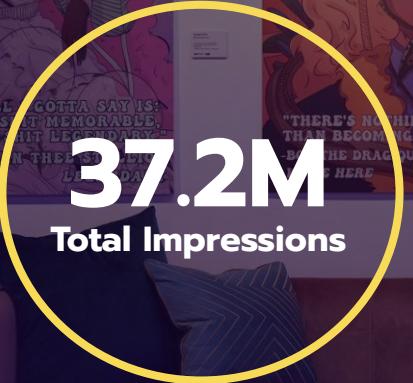
THE BIG WINS

From across the weekend



269

Overall Content Assets Created



37.2M

Total Impressions



198K

Brand Engagements



\$676K

Media Value

Combined number of influencer and brand authored posts in support of the HxO Art Basel campaign.

Number of times the HxO Art Basel activation was served to the Art Community.

(Social, Press, CRM, OOH, etc.)

Combined number of branded engagements.

(Social + Physical)

Total dollar value of all influencer and brand content for the HxO Art Basel Campaign.

(Social, Press, CRM, OOH, etc.)





19.2%

**Human by Orientation
IG Follower Increase**

HOW WE CONNECTED

Original commissioned queer art

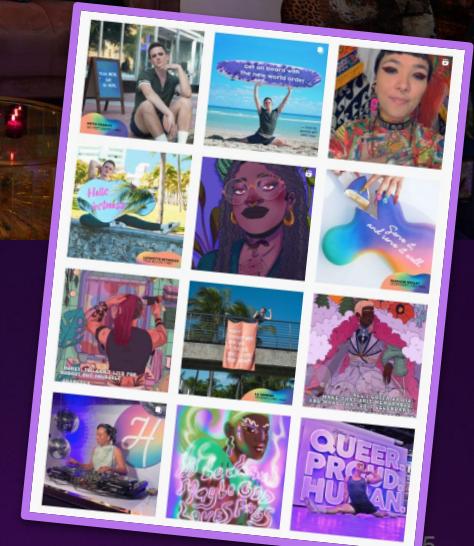
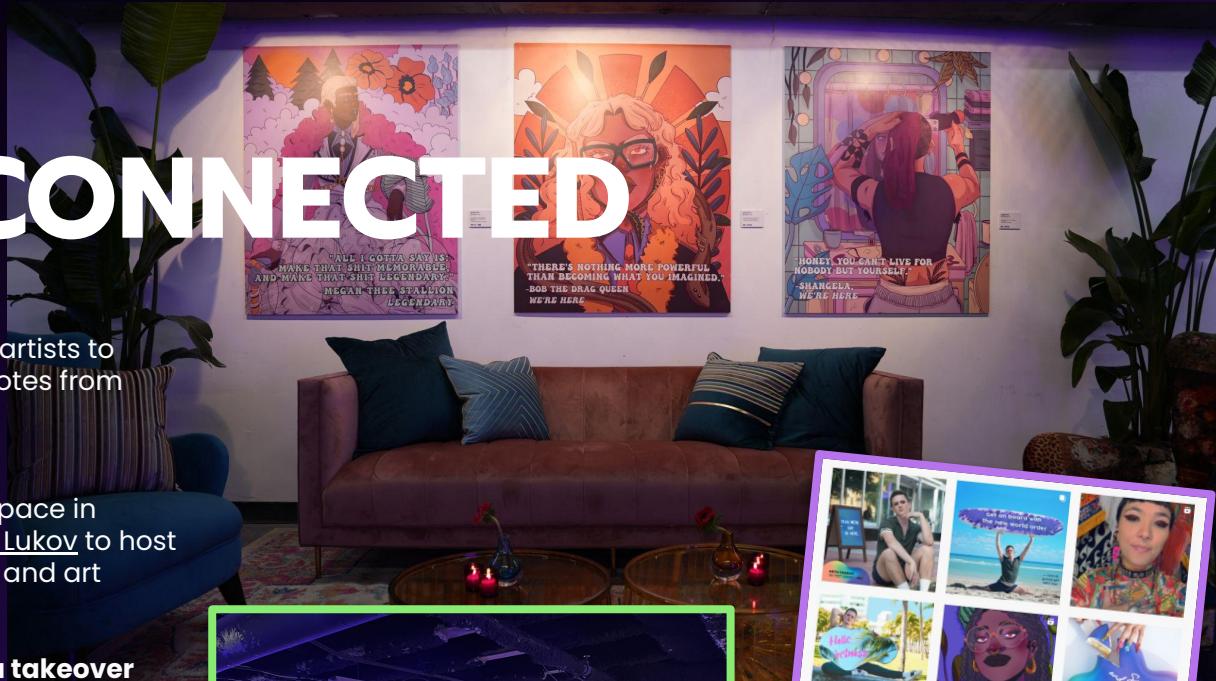
We partnered with three prominent LGBTQ+ artists to create custom original works inspired by quotes from classic queer HBO Max characters.

HxO Queer Art Lounge - Miami 2021

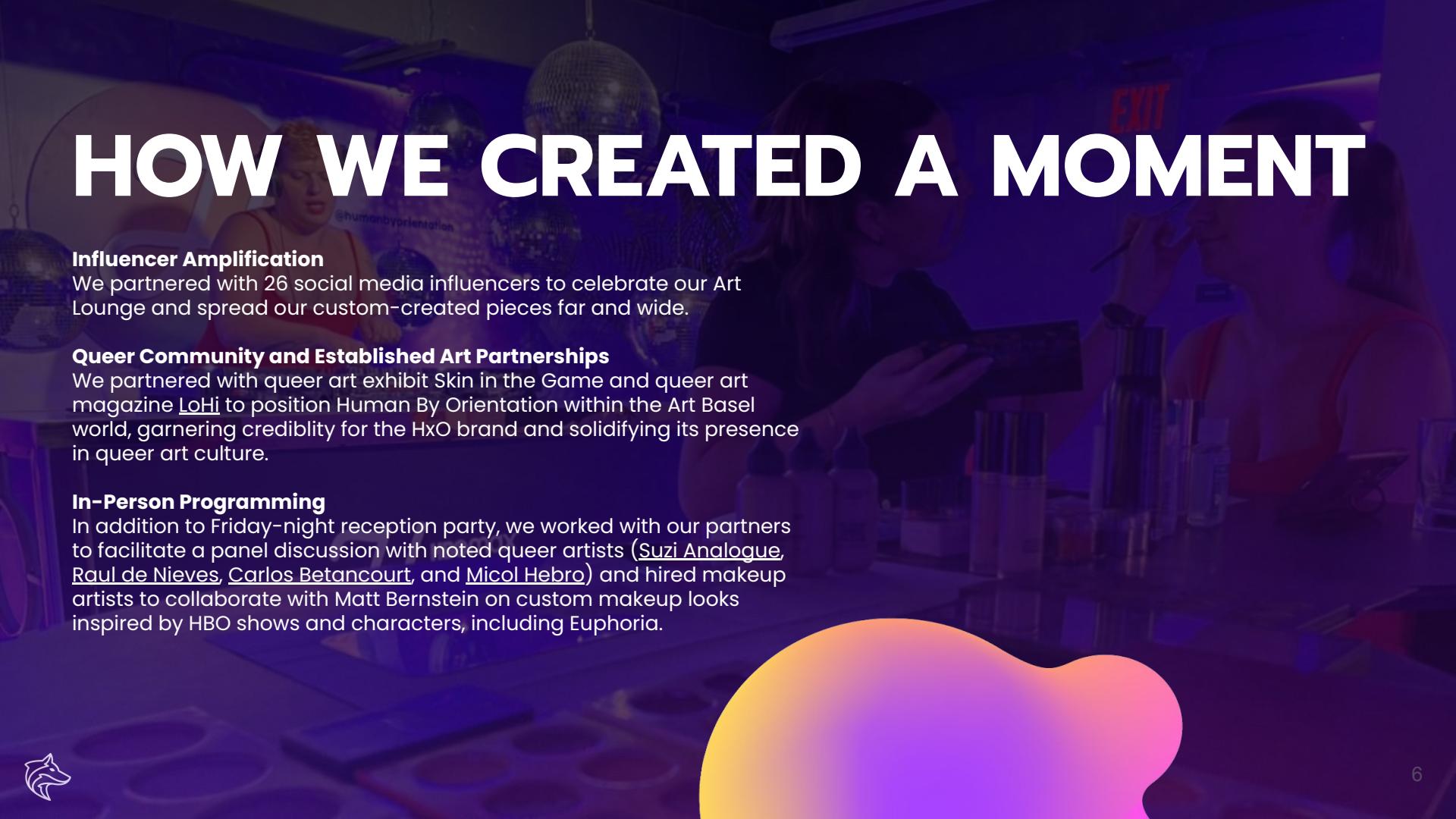
We created a dynamic "Queer Art Lounge" space in association with established art curator [Zoe Lukov](#) to host events and exhibit our commissioned works and art pieces.

Matt Bernstein's "Guerilla art" social media takeover

We extended the theme of queer HBO Max character quotes into the streets of Miami, capturing mini-art installations in a photoshoot featuring influencer [Matt Bernstein](#).



HOW WE CREATED A MOMENT



Influencer Amplification

We partnered with 26 social media influencers to celebrate our Art Lounge and spread our custom-created pieces far and wide.

Queer Community and Established Art Partnerships

We partnered with queer art exhibit Skin in the Game and queer art magazine LoHi to position Human By Orientation within the Art Basel world, garnering credibility for the HxO brand and solidifying its presence in queer art culture.

In-Person Programming

In addition to Friday-night reception party, we worked with our partners to facilitate a panel discussion with noted queer artists (Suzi Analogue, Raul de Nieves, Carlos Betancourt, and Micol Hebro) and hired makeup artists to collaborate with Matt Bernstein on custom makeup looks inspired by HBO shows and characters, including Euphoria.



QUALITATIVE WINS

We excited the community!

"My favorite post ever 😊"

"Wish I was there with you all 🌈😢🥺"

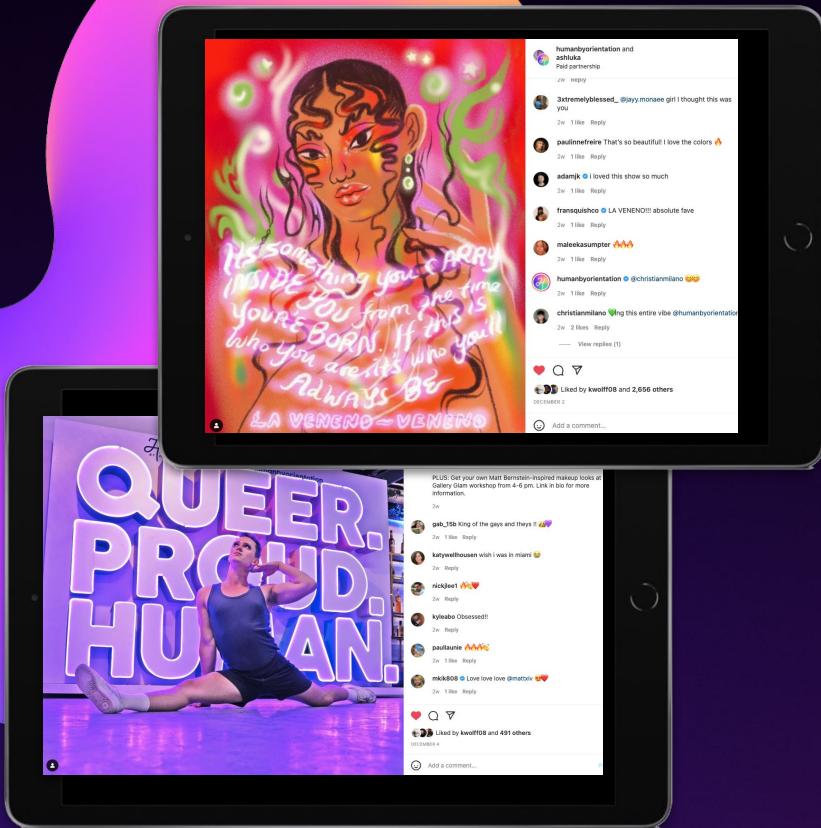
"Wish i was in miami 😭; Love love love @mattxiv 😍❤️"

"Now that is a deep quote!!!!!! I love it!!!; This is so amazing 😭😭😭 the color palette, the style, the expression; This is so insanely cool!!!!😍"

Generation is my fav!!!! Especially Riley, the best bi girl representation 💕💕💕

I love this!! She-Ra is my absolute favorite 🌈

"I'm coming here from @mattxiv because guess what? It's really good to partner with him as his fans will look at the sponsored stuff! ❤️"



MOMENTS OF SUCCESS

Queer Art Lounge created space for celebration, creativity, and investment into the queer economy

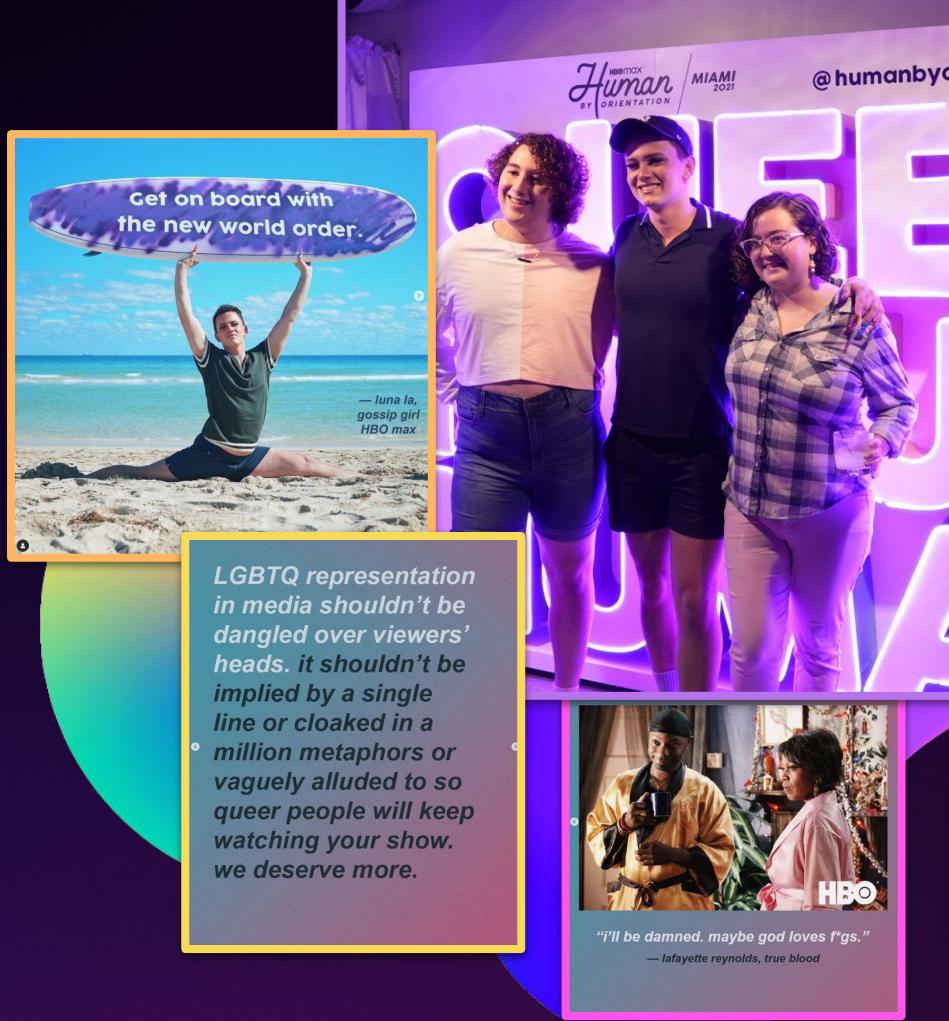
456 people visited the Queer Art Lounge during its launch event alone, which included artists and luminaries seeking out authentic experiences. A DJ, custom cocktails and hors d'oeuvres made for a celebration that drove word-of-mouth and attendance all weekend long.

Guerilla art tied physical and social footprints together

Our Matt Bernstein series connected HBO Max, Miami, Art Basel, and our physical space seamlessly, focusing all elements on the power of the queer experience via strategically selected character quotes.

Matt Bernstein's co-created post drove direct high-quality follower growth

We authentically collaborated with Matt on content that truly reflected his voice and vision, which led to an asset tailored to his audience that drove over 1k new followers alone.



WHAT WE LEARNED

Planning requires time up front

Due to the fast turnaround and production and programming changes, we were not as buttoned up in our social flighting plan as we had hoped. More time and direction for future activations will produce better results.

In-person visits resulted in in-feed posts

Local influencers we hired via Outfit Talent visited the the Art Lounge and posted in-feed, resulting in above-average engagement on partner posts. More opportunities to engage in our activations IRL will increase the impact of our amplification.

Influencers with high channel engagement drive follower growth

We created 5-7 guerilla art images and shared them in-feed, with a wide range of results (some performed 10x+ as well as others). Matt Bernstein's engagement rate (30%) was the key to converting content to new followers.

Instagram's new "Collaborator" Tool is powerful for partnerships

Used strategically with high-engagement accounts, the "Collaborator" feature can drive early engagement on partnership content and give assets the boost they need to overperform.



CONTENT BREAKDOWN





OWNED IG BREAKDOWN

54

CONTENT ASSETS

Posted to HxO In-feed and Stories.

19.1M*

IMPRESSIONS

Number of times campaign content was served to a user account.

8.2M*

REACH

Unique user accounts that were served campaign content.

46.1K*

ENGAGEMENTS

Likes, comments, link clicks, and other active interactions with our content.

\$114.4K

SOCIAL MEDIA VALUE

Total dollar value of all influencer and brand content for HxO Art Basel campaign.

[Report here](#)

*reported in IG insights



MATT BERNSTEIN IG TAKEOVER BREAKDOWN

@mattxiv

10

**CONTENT
ASSETS**

Posted to Matt's
In-feed and Stories.

1.8M

STORY VIEWS

Number of times
campaign content was
served to a user
account.

108.5K

ENGAGEMENTS

Likes, comments, link
clicks, and other
active interactions
with our content.

\$411.6K

**SOCIAL MEDIA
VALUE**

Total dollar value of all
influencer branded
content.

[Report here](#)



In-feed by @mattxiv



LGBTQ representation shouldn't start and end with one cis gay man.

we deserve lesbian stories. we deserve trans stories. we deserve bisexual stories. we deserve nonbinary stories. we deserve asexual stories. we deserve representation that is diverse and honest and not sanitized.

LGBTQ representation shouldn't end in tragedy.

the trope of queer characters dying is so common it has its own name: "bury our gays." we die by violence, we die by AIDS, we die by accident. this trope has been historically brutal against lesbian characters, who are even less likely to show up in TV shows to begin with. LGBTQ lives aren't tragic, and our storylines shouldn't be, either.



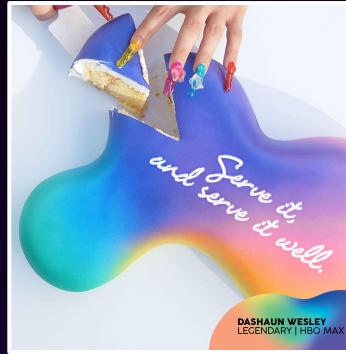
LGBTQ representation shouldn't revolve entirely around a queer character's struggle with their identity.

LGBTQ people have struggles outside of our queerness and we have lives outside of our struggles. we're human beings whose existence does not begin or end with a tragic coming out story.

LGBTQ representation in media shouldn't be dangled over viewers' heads. it shouldn't be implied by a single line or cloaked in a million metaphors or vaguely alluded to so queer people will keep watching your show. we deserve more.



In-feed content by @HumanByOrientation



COMMISSIONED ART



ARTISTS

Performance of content created by our commissioned artists:
Ashley Lukashevsky, Gabriella Grimes, and Lauren YS

12

Overall Content Assets Created

11.4M

Total Reach

15.9M

Total Impressions

\$18.2K

Social Media Value

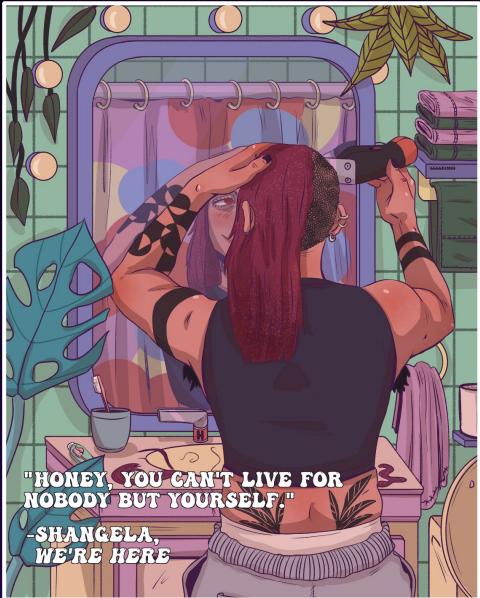
[Report here](#)



"I DEFINITELY HAVEN'T REACHED MY FULL POWER" - EUPHORIA

Gabriella Grimes

[Download Art](#)



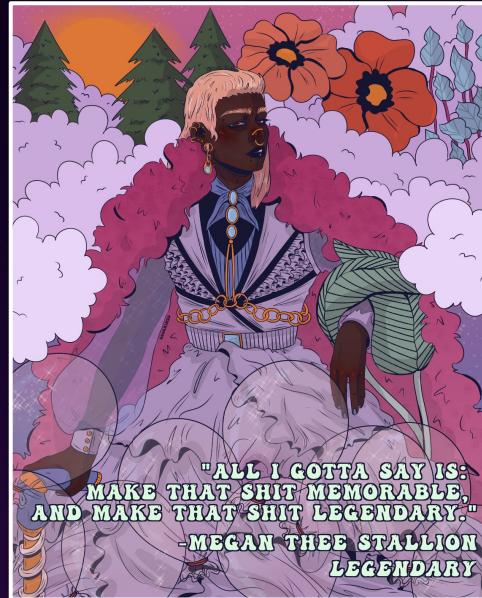
"Honey, you can't live for nobody but yourself."

Shangela, We're Here



"There's nothing more powerful than becoming what you imagined."

Bob the Drag Queen, We're Here



"All I gotta say is: make that shit memorable, and make that shit legendary."

Megan Thee Stallion, Legendary



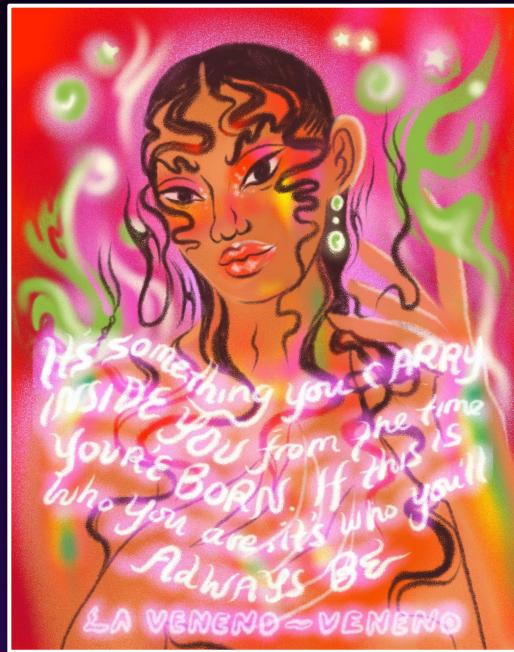
Ashley Lukashevsky

[Download Art](#)

"It's something you carry inside you.
From the first time you're born. Because
if this is who you are, it's who you'll
always be. Always."

La Veneno, Veneno

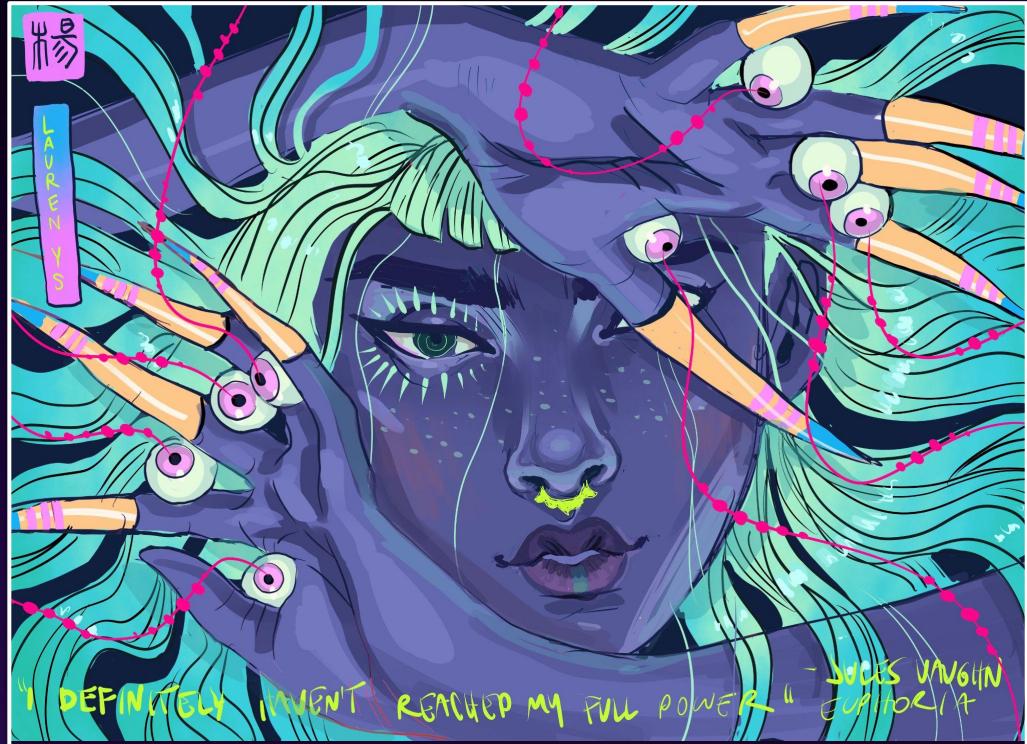
"I'll be damned. Maybe God loves f*gs!"
Lafayette, True Blood



Lauren YS

[Download Art](#)

"I definitely haven't reached my full power."
Jules Vaughn, Euphoria



EVENT OVERVIEW

FRIDAY RECEPTION & ART LOUNGE

FRIDAY NIGHT RECEPTION

We co-hosted a Friday night reception event with Skin in the Game gallery and LoHi Magazine.



456

Attendees



4

Custom branded
cocktails



2

DJs
Luiza Solano
&
Secret of Manna



~150

Swag Bags
Distributed



ART LOUNGE

We converted a back-of-house/storage retail closet for a former surf shop into an art gallery and cocktail lounge.



1,350
Square Feet



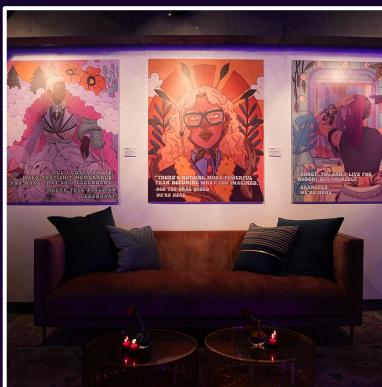
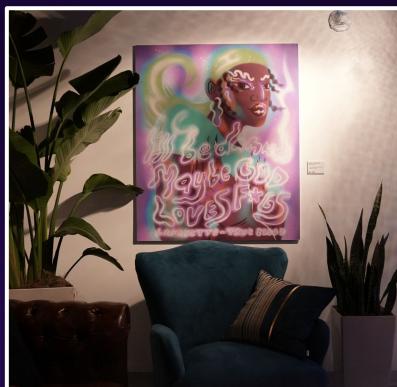
910
Attendees

522 Saturday
388 Sunday



500
Flyers
Distributed





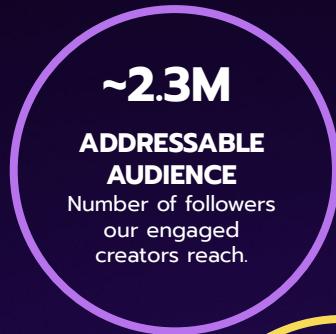
300

Tote bags and
beanies produced and
distributed.



INFLUENCER SUPPORT

Human By Orientation partnered with Outfit Talent to activate their network of queer and entertainment focused influencers both in Miami and around the US to amplify individual content pieces throughout the week spanning Art Basel.



[Report here](#)





THANK YOU



LUPINE