

CHASING GIANTS

Meet the Iceberg Finders




ICEBERGFINDER.COM


Newfoundland
Labrador

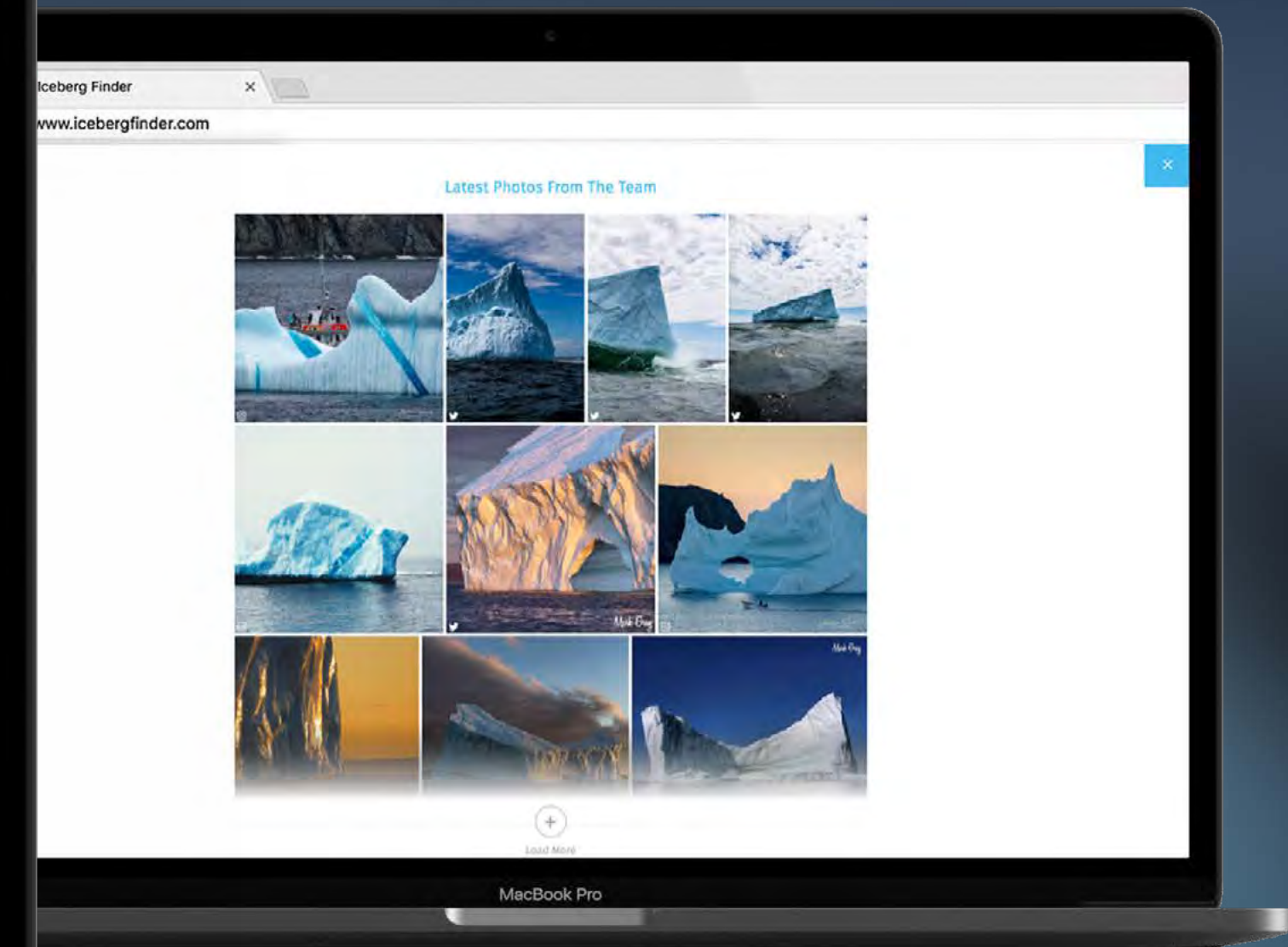
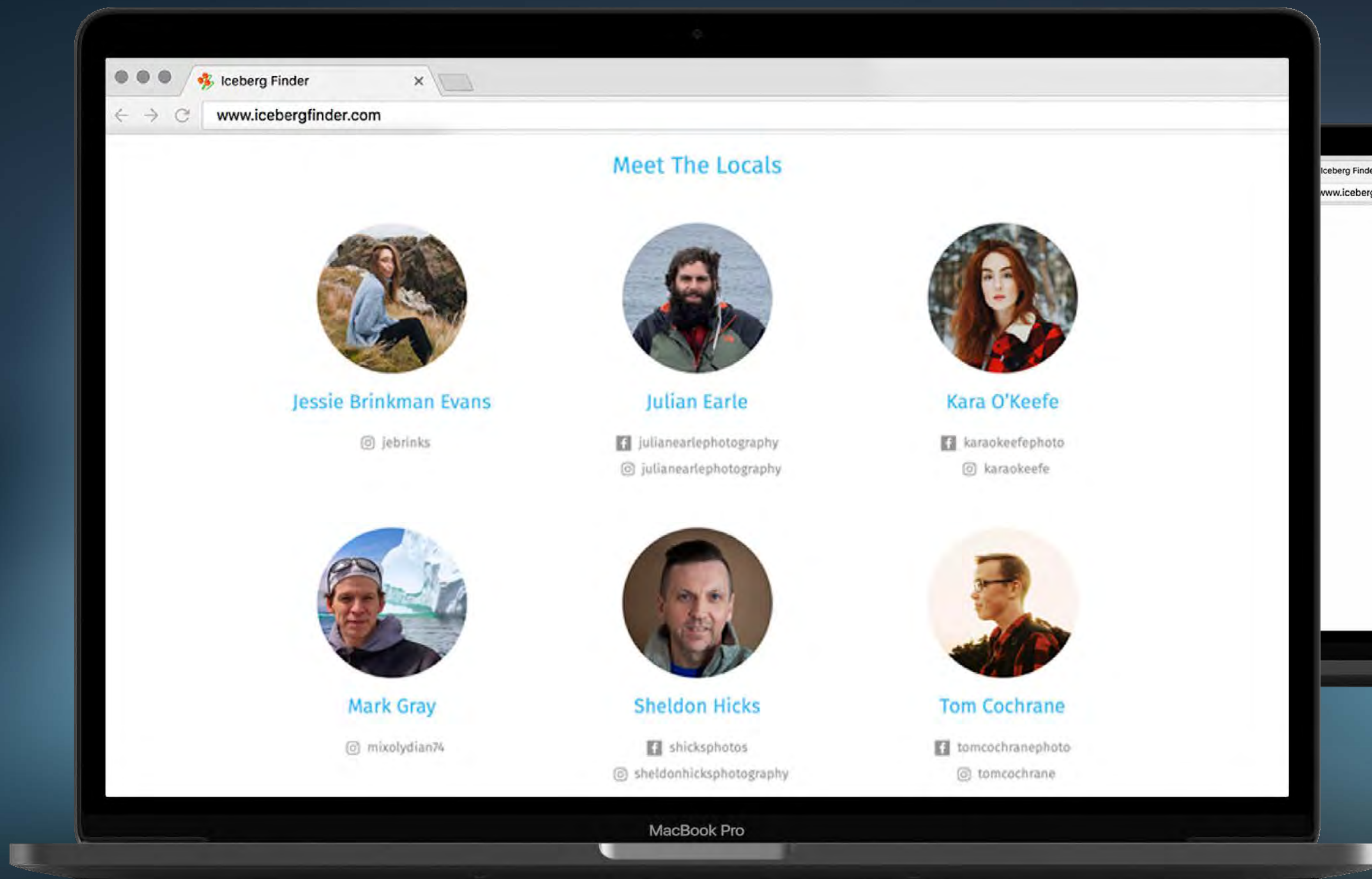
ICEBERG INFLUENCERS

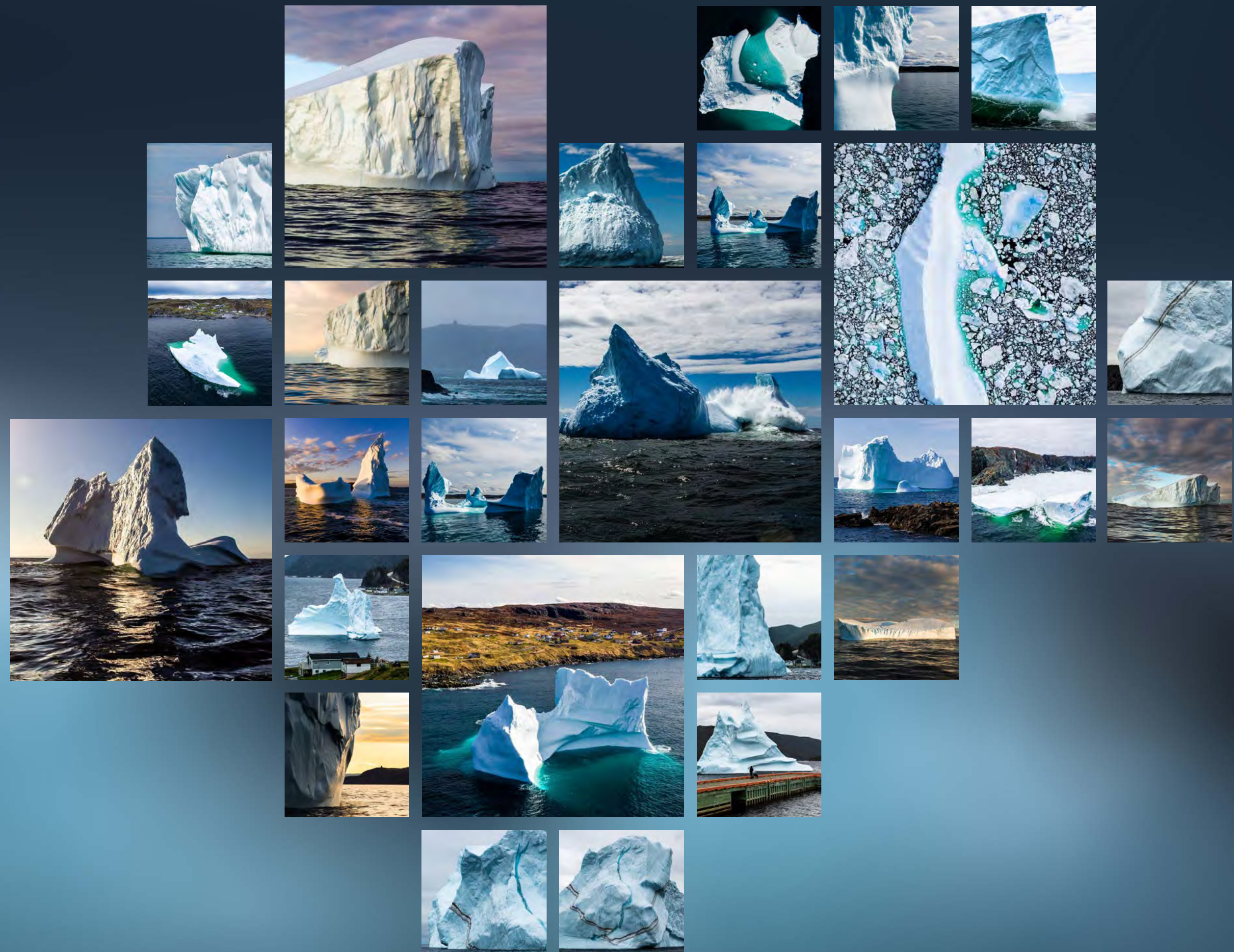
CHALLENGE

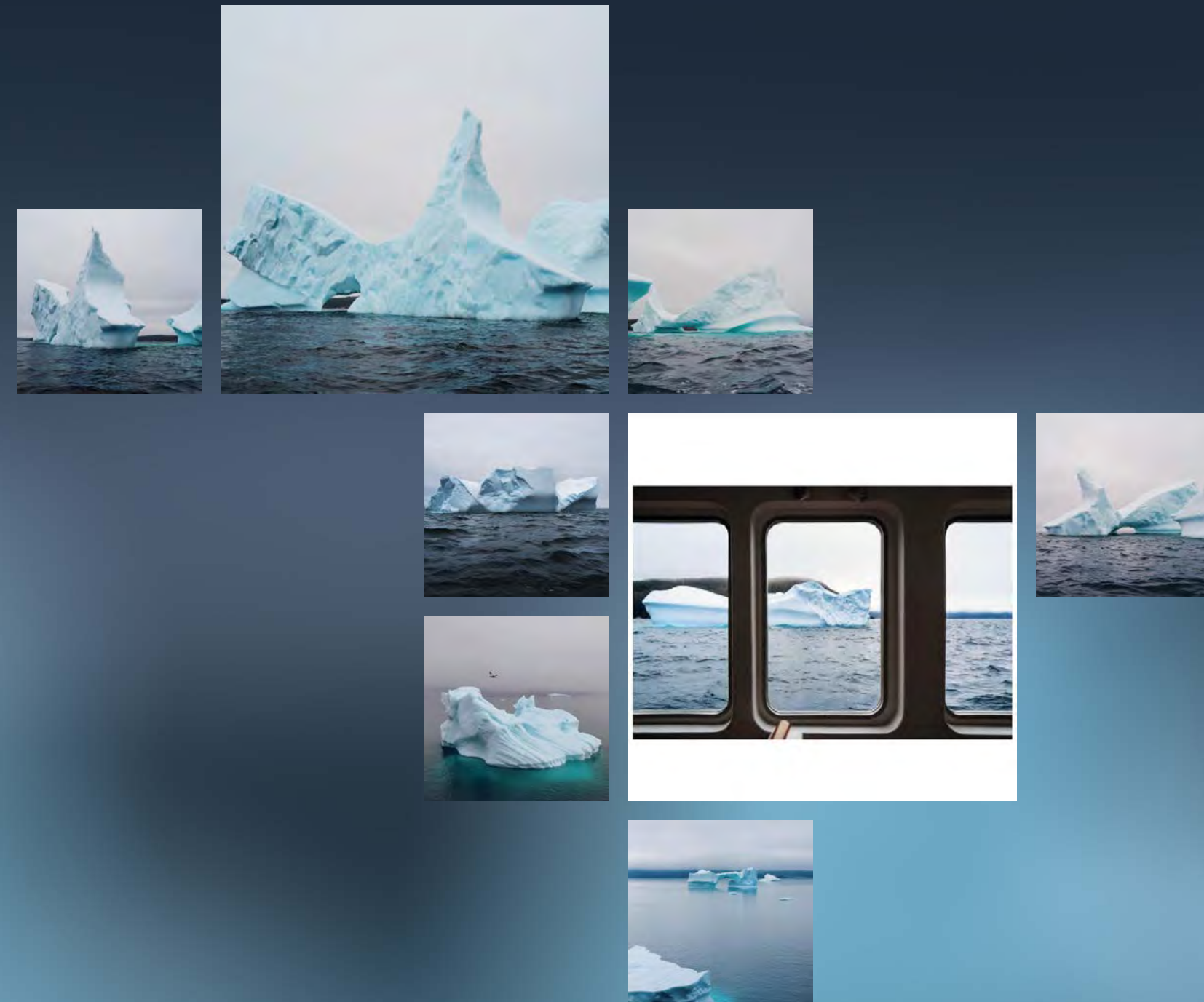
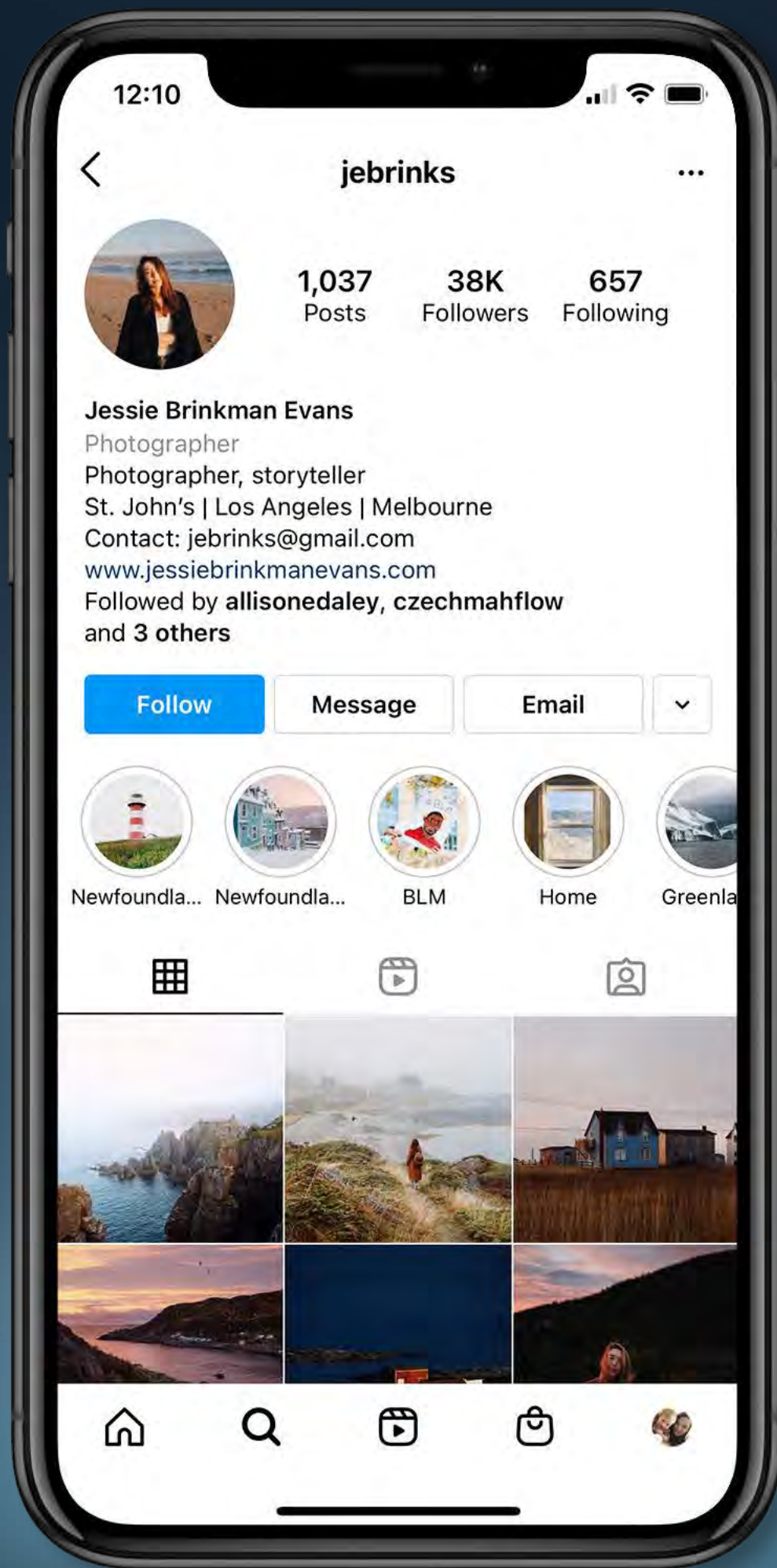
Increase awareness for IcebergFinder.com, while also encouraging travellers to generate iceberg related content over the course of their visit.

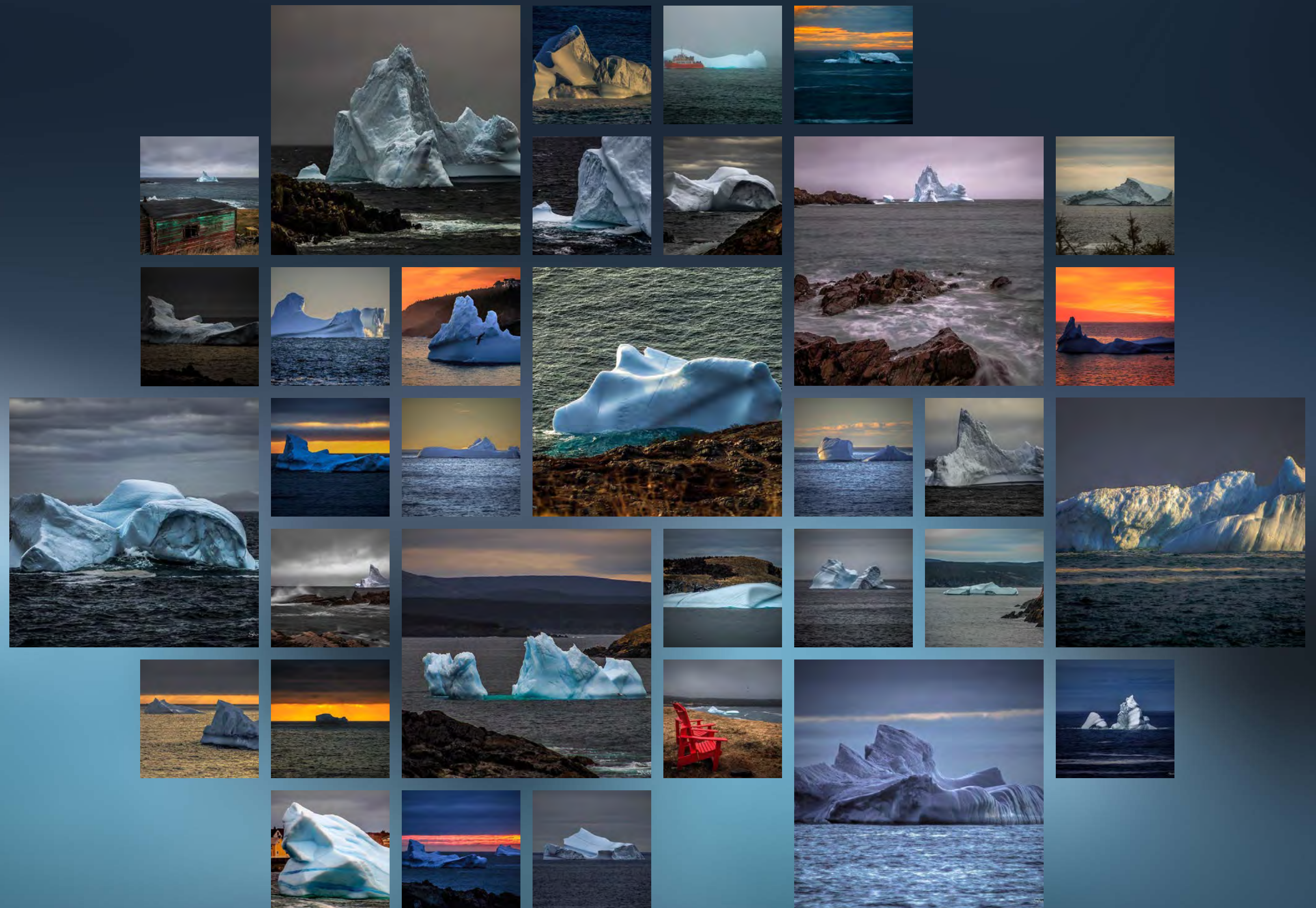
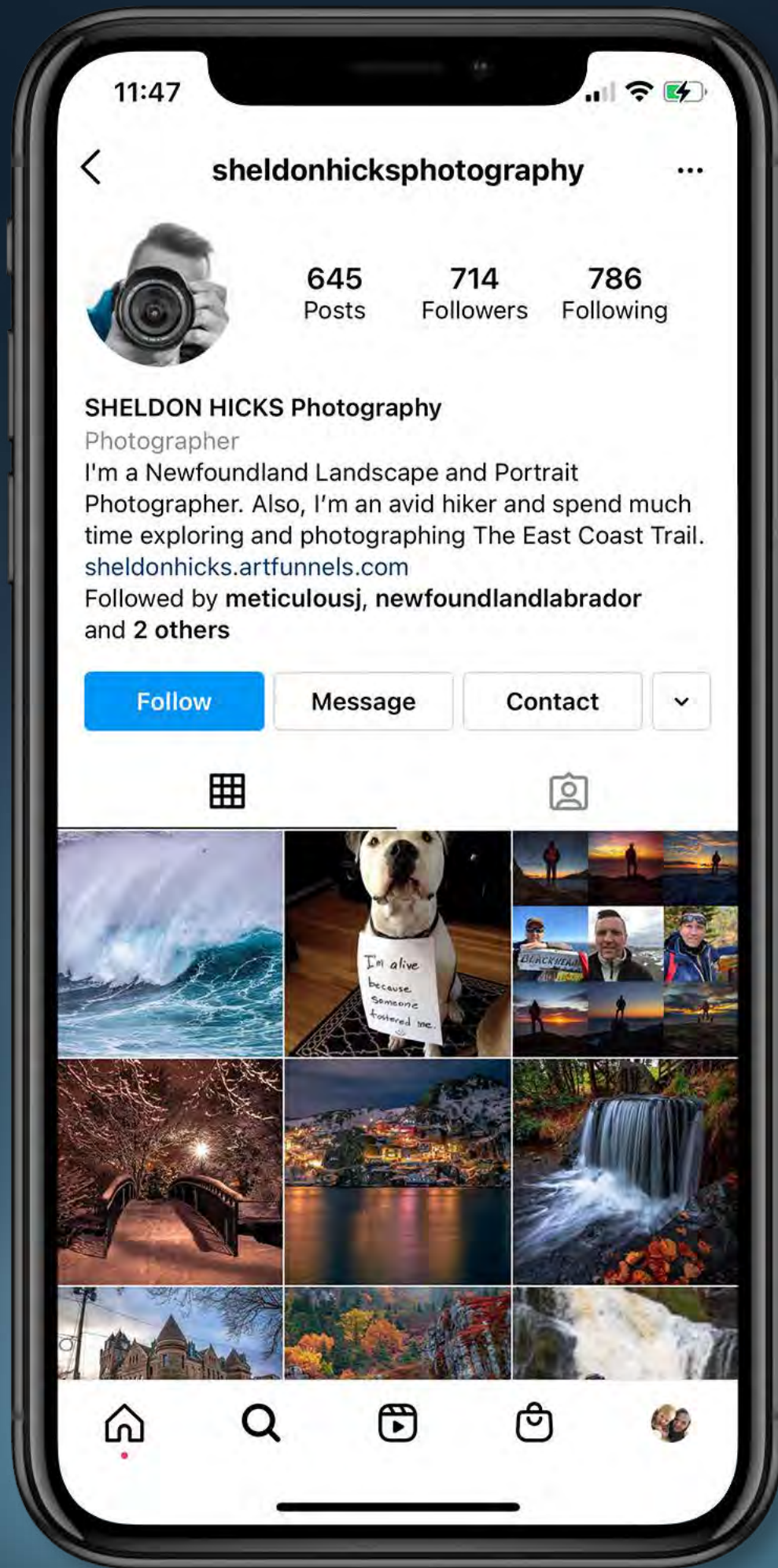
IDEA

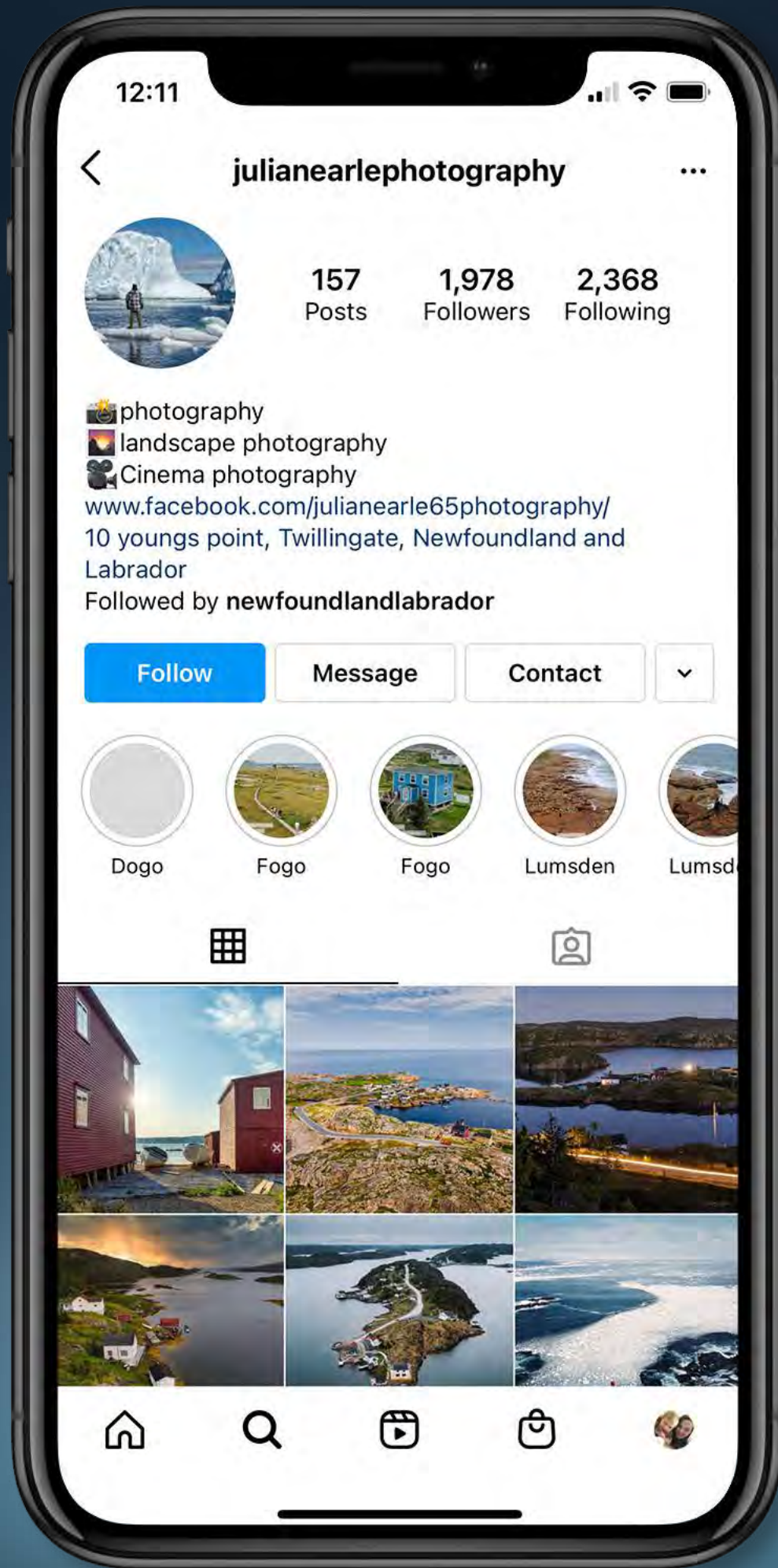
We enlisted the help of local influencers to capture stunning shots of icebergs, tagging them using #IcebergsNL. Not only did our influencers create beautiful content, promote the use of #IcebergsNL, and generate awareness, they also encouraged travellers to take and share iceberg photos.

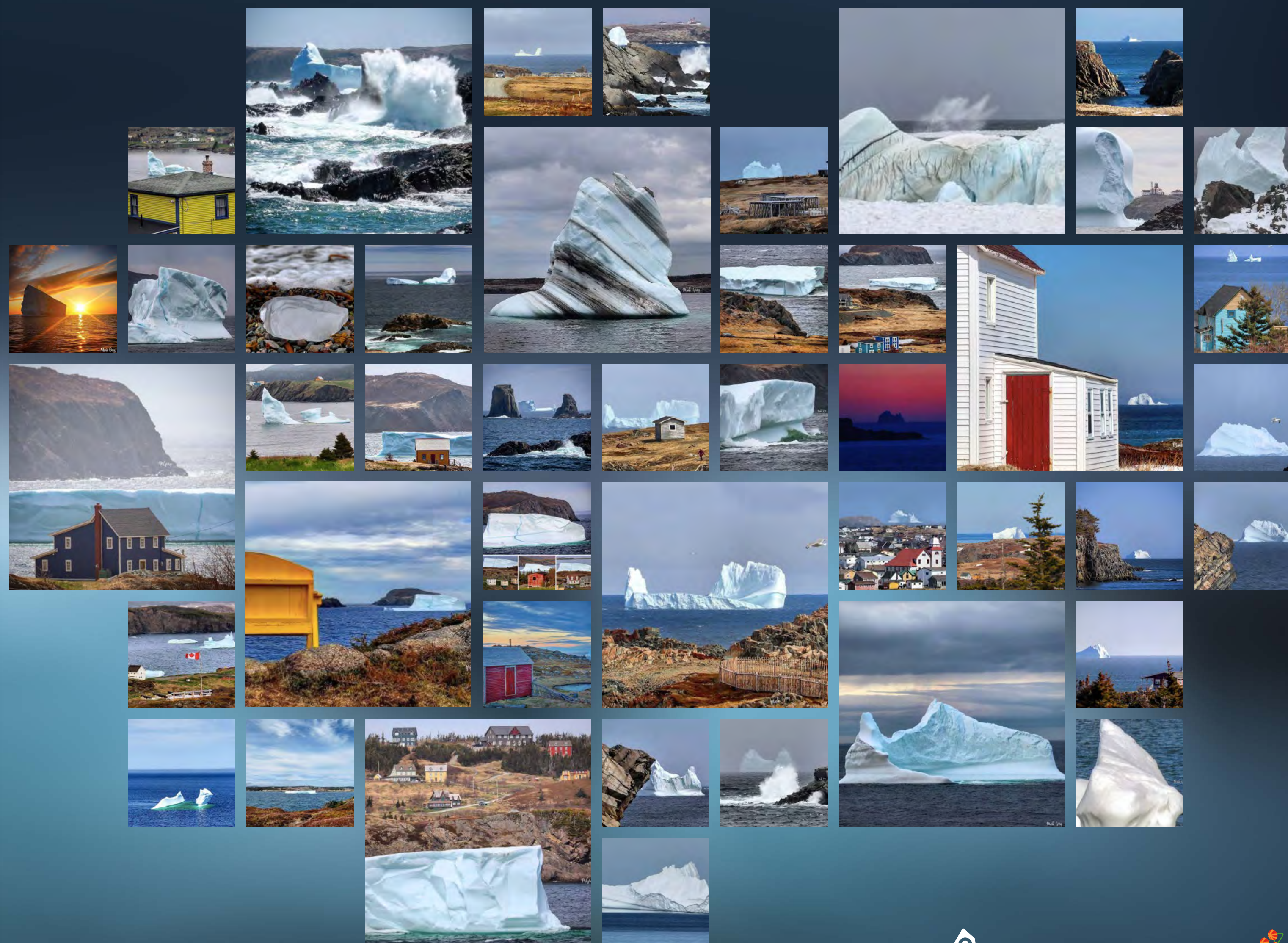


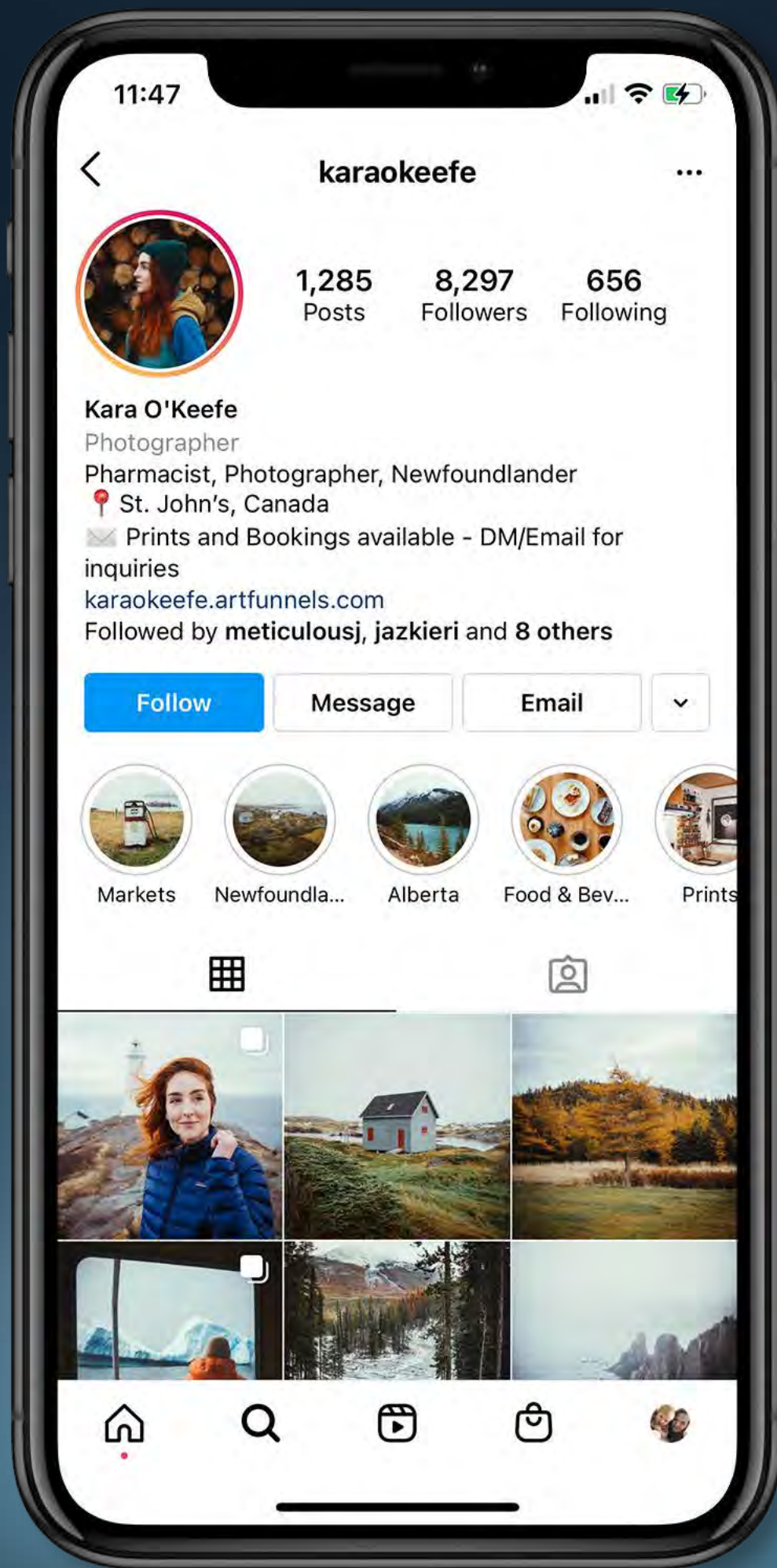












Over 4,000 images captured with #IcebergsNL

