

We loved working with Karol within the Online campaign project on behalf of the National Tourism Organisation of Montenegro in June 2017. During his 5-day visit we appreciated his thorough destination approach, and in his delivery you could tell how well prepared he arrived and how quickly he connected to all the places he visited. The combination of Instagram, Facebook, You Tube and blog post campaigns got us some great exposure and new followers from Polish market, whereas the high-quality imagery content in his depiction of Montenegro increased the engagement from our existing audience.

Below the total statistics for campaigns on the above mentioned media with Karol:

Total impressions	1,663.497
Reach	2,273.501
Reactions	12.132

For the agency:

Milica Šćepanović

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Content Editor
Project lead

