



*Beanzaway*  
THE MEDIA DECK

## INTRODUCTION

**HI THERE,**

My name is Hazel and I am a creative and aspiring graphic designer based in London.

Born in Singapore and raised in Hong Kong, I love showcasing my style and graphics on my lifestyle blog, **Beansaway**, and my Instagram, **@Beansawayy**.

Topics I discuss range from fashion and cosmetics, to food and travel. I have worked with world renowned brands such as **Benefit Cosmetics, Topshop, The Principal Hotels, Bare Minerals**, and many more.

## GROWTH

*Standing at 6,347 followers as of September 2018, her weekly engagement impression goes up to 22,900. This equates to an average total of 91,600 media impressions on a monthly basis.*

Reach 3,063  
+787 vs. Aug 25 - Aug 31

Impressions 22,924  
+8,037 vs. Aug 25 - Aug 31

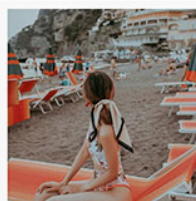
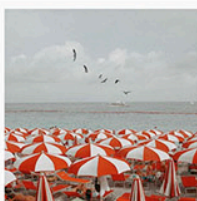
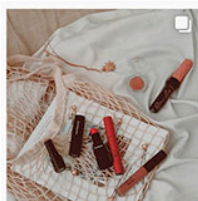
## POSTS

442

AVERAGE LIKES

42

AVERAGE COMMENTS



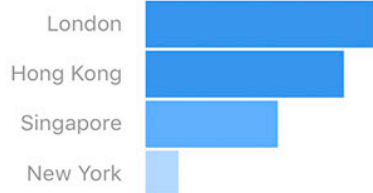
## FOLLOWER DEMOGRAPHICS

79%

WOMEN

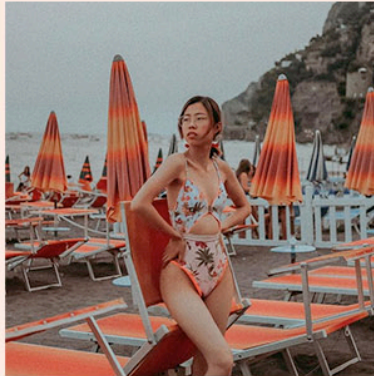
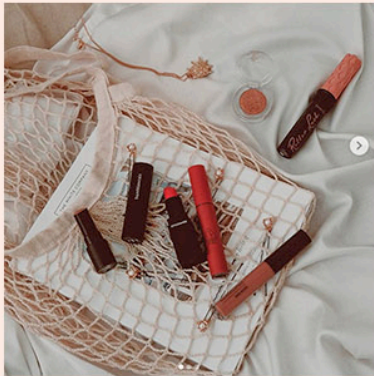
76%

AGES 18 - 34





## CONTENT CURATION: INSTAGRAM



BARE MINERALS



TOPSHOP



POLABERRY



CAUDALIE



CLUSE



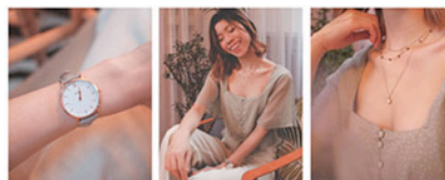
SANDERSON



## CLUSE

### BEANSAWAY

APRIL 18, 2018  
SPRING FLING W/ CLUSE



Photography and editing by Hazel | Collaboration by CLUSE

#### SPRING FLING WITH CLUSE WATCHES

The team from Hazel and I are so excited to be the biggest thing ever since my Instagram took *Waggle Waggle* did a collaboration with them in the age. If you haven't seen that gorgeous pink watch strap design also did for them, I think I have because you NEED to see it! Oh how I wish I could find that beauty in my hand "Sweet heart eye" watch!

While well, I wasn't able to get my hands on that particular model, I was able to get my second and third favorite watch of mine (the Cluse team has been too generous to me!) But it is a beautiful, new gold (or rather, rose gold) watch with a *grey strap* watch in a shiny finish. I have literally not stopped wearing mine since we started (I would love to say well, I just wish I had, I've been basically doubling the time to be for the last month now, pretty sure it's going to be for a while. I've experienced my share of things in the past. "Staying casual" when things come in, they give of and then with the lastest watch I got, it's clearly not what I want to have. Now, I've been when you last finished making and I have really enjoyed and surprised! That's what it was like with Cluse watches. Now I've seen you see I paid for my little beauty, but I would be willing to bet that their watches will last me a good half dozen years.

Price wise, I generally believe that they are worth every penny. (I know of "trendy" watches, they're not as expensive as their real watches. Depending on what you're looking for, they have the best price on the market for the quality you're getting. The watches also come in a gorgeous grey (with rose gold) and a grey (with gold) watch!

The Cluse team also generously sent me two watches from their jewelry line. I honestly never knew they did jewelry but I was quite pleasantly surprised by their line up. They have quite a good selection of *chokers, delicate necklaces, and bracelets* that all give the extra touch to me. All their designs are more to other girls, and now girl, I decided on the *Beauvivre Pendant* and the *Black Crystal choker*. (Both in gold to go with my second watch collection.)

Photo Credit: "BEANSAWAY" for a free watch strap

The my note: "BEANSAWAY" is making a free watch strap upon any purchase of Cluse watches. Just add your watch and strap of choice from the basket and apply the promo code. That's what I don't actually make any money off of it, I'm honestly just an amazing gift that you are giving to my readers to show you if you wanted to get a watch for your partner or a friend!

In a 3 month partnership with CLUSE, Hazel showcased a series of visuals for CLUSE's watch and jewellery line in accordance with the monthly marketing brief. In line with each campaign launch, 1 blog post and 3 Instagram posts was published.

All content was creatively and artistically directed by Hazel, and photography executed by her team.

All of the content shown can be found on [www.beansaway.com](http://www.beansaway.com).

## THE PRINCIPAL YORK

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In partnership with The Principal York, Hazel produced a blog post showcasing her stay at The Principal Hotel and of their twilight tea service. Inspired by the Spring seasons, a series of collage-style images were curated and edited to create an “organic” feel that resembled old post cards and pressed flowers.

All content was creatively and artistically directed and edited by Hazel, and the photography executed by her team.

The remainder of the post can be found on [www.Beansaway.com](http://www.Beansaway.com).

## RATES

### MY RATES

*Please email Beansaway@outlook.com  
to request a custom package.*

#### PACKAGE 1

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NO. OF POSTS	1 x Instagram Post
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MIN. PRODUCTS REQUIRED	1
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COST	£65
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FINE PRINT: YOUR BRAND WILL BE  
THE SOLE TAG AND MENTION IN THE  
INSTAGRAM POST

#### PACKAGE 2

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NO. OF POSTS	3 X Instagram Posts 2 x Instagram Stories
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MIN. PRODUCTS REQUIRED	2
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COST	£ 235
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FINE PRINT: YOUR BRAND WILL BE  
THE SOLE TAG AND MENTION IN THE  
INSTAGRAM POST AND STORIES

#### PACKAGE 3

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NO. OF POSTS	1 X Instagram Post 1 x Blog Post
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MIN. PRODUCTS REQUIRED	3
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COST	£ 155
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FINE PRINT: YOUR BRAND WILL BE  
THE SOLE TAG AND MENTION IN THE  
INSTAGRAM POST AND BLOG POST