



CHARLES SPADY
**VEGAS VISIONARIES
COLLECTIVE:
INFLUENCER OUTREACH
PROGRAM REPORT**



FULL SAIL UNIVERSITY

OCD-STUDIOS DESIGN

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Introduction:

OCD-STUDIOS DESIGN, founded and led by Charles Spady, is a Las Vegas-based creative agency specializing in branding, visual storytelling, and campaign strategy. The Vegas Visionaries Collective is designed to position influencers not as advertisers but as creative collaborators who can expand brand reach, build trust, and generate measurable ROI.

The why is simple: traditional advertising in Las Vegas is noisy, saturated, and expensive. Influencer marketing provides an authentic, cost-effective way to cut through the clutter. Research shows that 61% of consumers trust influencer recommendations over brand content (Influencer Marketing Hub, 2025), making this strategy essential for business growth.

SMART Goals -

- Increase qualified leads by 20% in 12 months through influencer content.
- Relates to business growth by lowering cost per lead while strengthening the pipeline.
- Achieve 2 million impressions across Instagram, TikTok, and LinkedIn within 12 months.
- Relates to visibility and positioning OCD-STUDIOS as a creative leader in Las Vegas.
- Improve engagement on owned channels by 15% within 9 months.
- Relates to building long-term loyalty and brand community.
- Generate 100 pieces of influencer-created content in 12 months.
- Relates to reducing production costs while amplifying cross-channel assets.
- Increase conversions from social campaigns by 10% in 18 months.
- Relates to directly boosting ROI through influencer-driven calls to action.



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Audience Definition –

- **Primary Audience:** Small business owners, entrepreneurs, and professionals in Las Vegas (ages 28–45). Active mainly on LinkedIn and Instagram.
- **Secondary Audience:** Young professionals and socially conscious consumers (ages 22–35). Active on TikTok and Instagram.

Behavioral Insight: Both audiences respond best to authentic storytelling and behind-the-scenes content. Nielsen (2021) found that 88% of global consumers trust recommendations from people they know more than any form of paid advertising, which supports influencer-driven authenticity.

Campaign Timeline –

Months 1–2 (Setup): Finalize 10–15 influencer contracts, issue creative briefs, align expectations.

Months 3–6 (Launch): Publish first influencer campaigns, track engagement, monitor sentiment.

Months 7–12 (Review & Scale): Repurpose top-performing content, expand outreach to additional creators, strengthen KPI tracking.

Months 13–18 (Sustain): Transition high-value influencers into long-term ambassadors, build evergreen content library, ensure scalability.

Influencer Selection

- **Drew Belcher – Vegas Dining Tours:** Drew has cultivated a loyal following by showcasing the heart of Las Vegas dining culture, from iconic buffets to hidden gems. His approachable and energetic style makes him a trusted voice for both locals and tourists who want authentic recommendations. By collaborating with Drew, OCD-STUDIOS gains access to a community that values transparency and fun. His ability to tell stories through video aligns with our mission to make branding feel both exciting and relatable. Drew's strong video production quality also ensures that content can be easily repurposed into professional-grade assets for cross-channel use.
- **Lindsay Stewart (@thelasvegasfoodie) – Trend-Driven Reels:** Lindsay is a staple in the Vegas foodie influencer space, known for her polished visuals, trend-savvy reels, and consistent presence across Instagram and TikTok. Her content doesn't just showcase food—it captures the lifestyle of Las Vegas, which perfectly complements OCD-STUDIOS' design-forward approach. Partnering with Lindsay means tapping into an aspirational aesthetic that resonates with young professionals and lifestyle-conscious consumers. Her proven ability to set trends also ensures that our campaigns stay ahead of the curve while maintaining a balance between aspirational and approachable storytelling.

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- **Damian Ocampo (@hookedlv) – TikTok Snackable Content:** Damian’s specialty is quick, engaging TikToks and Reels that capture the high energy of Vegas nightlife and dining. His playful personality and knack for making content feel spontaneous resonate especially well with Gen Z and millennial audiences, who prefer authentic, fast-paced content over polished advertising. By collaborating with Damian, OCD-STUDIOS can inject virality and fun into campaigns, extending reach to younger audiences who might not engage with traditional marketing. His strong engagement rates prove that his followers not only watch but actively share and comment, creating organic amplification of our message.
- **Phillip Tzeng (@lasvegasfill) – Food + Culture Connector:** Phillip is recognized as more than just a foodie reviewer—he’s a cultural connector who brings together diverse aspects of Las Vegas life, from dining to events. His thoughtful reviews and consistent engagement across multiple platforms (Instagram, YouTube, TikTok) make him a credible and respected voice in the Vegas community. Phillip’s influence bridges both locals and tourists, offering OCD-STUDIOS the chance to reach audiences that value depth, detail, and trust. His ability to frame experiences as part of the broader Vegas culture ensures that our campaigns go beyond promotion, creating meaningful stories that position the brand within the city’s identity.

Why These Influencers?

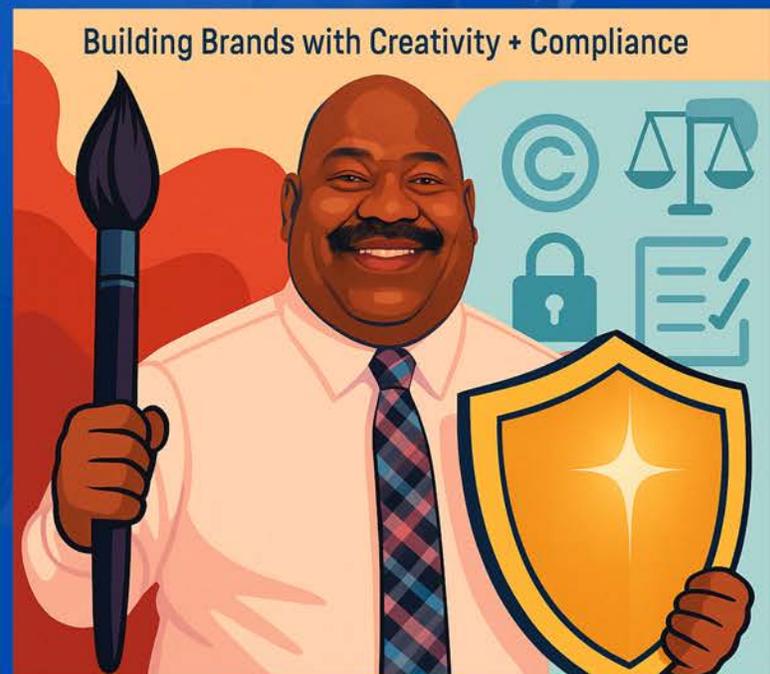
These four influencers were selected not for vanity metrics, but for their alignment with OCD-STUDIOS’ brand values, their authentic engagement, and their cultural credibility in Las Vegas. Each offers unique storytelling power: Drew brings energy and trust, Lindsay adds polish and trend leadership, Damian delivers virality and youth appeal, and Phillip connects campaigns to cultural relevance. Together, they provide a balanced influencer mix that supports both reach and authenticity.

Program Management

The Vegas Visionaries Collective is managed by a structured team:

- **CEO (Charles Spady):** Strategic oversight, creative direction.
- **Marketing Coordinator (Durwood Root):** Contracts, scheduling, KPI tracking.
- **Content Creator (Germine Web):** Branded visuals, influencer media editing.
- **Social Media Coordinator (Matthew Moore):** Publishing, community engagement, repurposing content.

This ensures accountability across creative, logistical, and measurement needs.



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Program Management – Buy-In (Internal Support)

Your instructor wants you to show how employees (team and extended staff) will support the program, not just how influencers will. Here's what you can add:

- **Internal Communication Plan:** Host a kickoff meeting where employees are introduced to the program, its goals, and the influencers involved.
- **Employee Advocacy:** Encourage employees to share influencer content on their personal LinkedIn and Instagram accounts, boosting organic reach (backed by Nielsen, 2021, which notes peer-to-peer trust remains the strongest driver of credibility).
- **Training & Resources:** Provide employees with pre-approved hashtags, talking points, and visual templates so their support feels natural and consistent.
- **Incentives:** Recognize or reward employees who actively engage with and amplify influencer-driven content (e.g., shout-outs in team meetings, spotlight features in company newsletters).

This makes employees partners in success, not just bystanders.

Program Incentive – Compensation Plans

You outlined a tiered model (cash, events, trades), but now you need to develop it further and explain financial impact:

- **Micro-Influencers (10K-100K followers)**
 - Compensation: \$250-\$500 per post, plus access to events.
 - Business Impact: Affordable rates, while producing high engagement (avg. 3.86% engagement vs. 1.21% for mega-influencers – Influencer Marketing Hub, 2025).
- **Macro-Influencers (100K-500K followers)**
 - Compensation: \$1,000-\$3,000 per campaign, VIP invites, branded kits.
 - Business Impact: Fewer contracts but broader reach, ideal for high-visibility campaigns.
- **Value-Exchange Partnerships**
 - Compensation: Design services, creative consultations, or event sponsorship trades.
 - Business Impact: Reduces cash spend while delivering tangible benefits, keeping influencer costs within 15-20% of the overall marketing budget.

This shows you've thought about both the offer and the bottom-line effect

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Program Launch - (Vegas Visionaries Collective)

Our outreach will focus on personalized, mission-driven messaging anchored in the **OCD-STUDIOS** brand mantra: **"Pushing Creative Boundaries. No Rules. No Limits."** Rather than generic sponsorship offers, each influencer will receive tailored communication that explains why they were chosen, how their content style aligns with our campaign goals, and what unique value they can bring. This personalization builds trust and shows respect for their creative process. Influencers will be positioned as co-creators, not contractors. The pitch emphasizes collaboration benefits such as:

- Creative Freedom: The ability to shape campaigns in their own authentic style, which research shows drives higher engagement (Influencer Marketing Hub, 2025).
- Exposure: Cross-promotion on **OCD-STUDIOS** channels and partner networks, giving influencers expanded reach.
- Partnership Value: Access to exclusive brand assets, behind-the-scenes content, and event invitations that deepen their professional visibility in Las Vegas.

Creativity & Insightfulness

Our program goes beyond standard influencer outreach by tying strategy to culture and originality. For example, Resorts World Las Vegas has shown how partnering with local food creators can amplify brand relevance, and our campaign builds on this momentum by focusing on cultural storytelling, not just promotion (Pew Research Center, 2024). By positioning influencers as Vegas cultural storytellers, we differentiate **OCD-STUDIOS** from cookie-cutter campaigns and set new creative benchmarks.

We also plan to align employee advocacy with influencer storytelling. This creates a double-layer of authenticity: employees reinforce the brand voice internally while influencers project it outward. This synergy adds trust, credibility, and energy to the campaign that most programs overlook.

Compensation

We propose a tiered compensation model to balance fairness and scalability:

- Monetary Compensation for high-value campaigns and top-tier influencers.
- Event Invitations such as chamber mixers, brand activations, or creative showcases that build networking value.
- Service or Product Exchanges, including branded design packages or creative consultations, which reduce cash outlay while offering real value.

This hybrid approach ensures flexibility while showing influencers that their contributions are valued.



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Contact Channels

Outreach will use channels aligned with influencer behavior:

- Instagram DMs for lifestyle and foodie creators, where direct engagement feels personal and natural.
- Email and LinkedIn for professional voices, ensuring formality and clarity when pitching collaborations.
- Branded Welcome Kits for high-value partners, delivered via postal service. These kits will include OCD-STUDIOS branded assets, campaign guidelines, and creative inspiration to spark excitement and reinforce professionalism.

Story

The unifying story for the campaign is: “Las Vegas brands breaking creative rules and redefining campaigns.” This theme positions Las Vegas as more than an entertainment hub — it highlights the city’s role as a center of reinvention, creativity, and bold risk-taking. OCD-STUDIOS and its influencer partners are framed as leaders who embody this same energy. By collaborating with influencers, the campaign tells a bigger story about how local brands can stand out in a market that thrives on spectacle and innovation.

Why this story matters:

Consumers in Las Vegas, especially younger demographics, are skeptical of traditional ads. They crave authenticity and relatability. By showing behind-the-scenes creative processes and pairing them with influencer voices, the campaign shifts from selling a service to inviting audiences into a movement. This builds trust while reinforcing OCD-STUDIOS’ mission of “No Rules. No Limits.”

How the story connects to SMART goals:

- Lead generation – Storytelling around design challenges and creative solutions shows value to small business owners, converting attention into qualified leads.
- Impressions and awareness – Influencers amplify the story across TikTok, Instagram, LinkedIn, and YouTube, extending brand visibility beyond OCD-STUDIOS’ owned channels.
- Engagement growth – Authentic narratives (like influencer day-in-the-life collaborations) encourage comments, shares, and conversations around creativity in Vegas.
- Conversions – Every campaign includes clear CTAs tied to the story (“Partner with us to break creative rules”), ensuring impact is measurable.
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Examples in action:

- A food influencer like Drew Belcher could film a branded short showing how OCD-STUDIOS brings the same energy to campaign design as he does to showcasing buffets → raising awareness and leads.
- A lifestyle influencer like Lindsay Stewart could merge her aspirational visuals with bold design overlays from OCD-STUDIOS → building aspirational credibility and boosting engagement.
- A culture connector like Phillip Tzeng could frame OCD-STUDIOS’ work as part of Vegas’ broader cultural identity → driving long-term trust with local and tourist audiences.

Measurement built into the story:

Each influencer’s deliverables are tied to KPIs such as impressions, engagement rate, click-throughs, and conversions. This ensures creativity doesn’t exist in a vacuum — it translates into real business outcomes.

In other words, the story isn’t just entertainment, it’s an accountable driver of ROI.



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Conclusion

The Vegas Visionaries Collective ensures OCD-STUDIOS doesn't just advertise — it co-creates culture with influencers. This program will:

- Deliver authentic, cost-effective growth.
- Build measurable ROI through trackable KPIs.
- Strengthen community trust and visibility.
- Give influencers freedom, resources, and exposure to elevate their personal brands.

It answers who (**local influencers, business owners, young professionals**), what (**SMART goals**), where (**Instagram, TikTok, LinkedIn, Vegas-based**), when (**12-18 month roadmap**), how (**structured management, pitches, KPIs**), and why (**to cut through the noise of traditional advertising and build long-term trust**).

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