

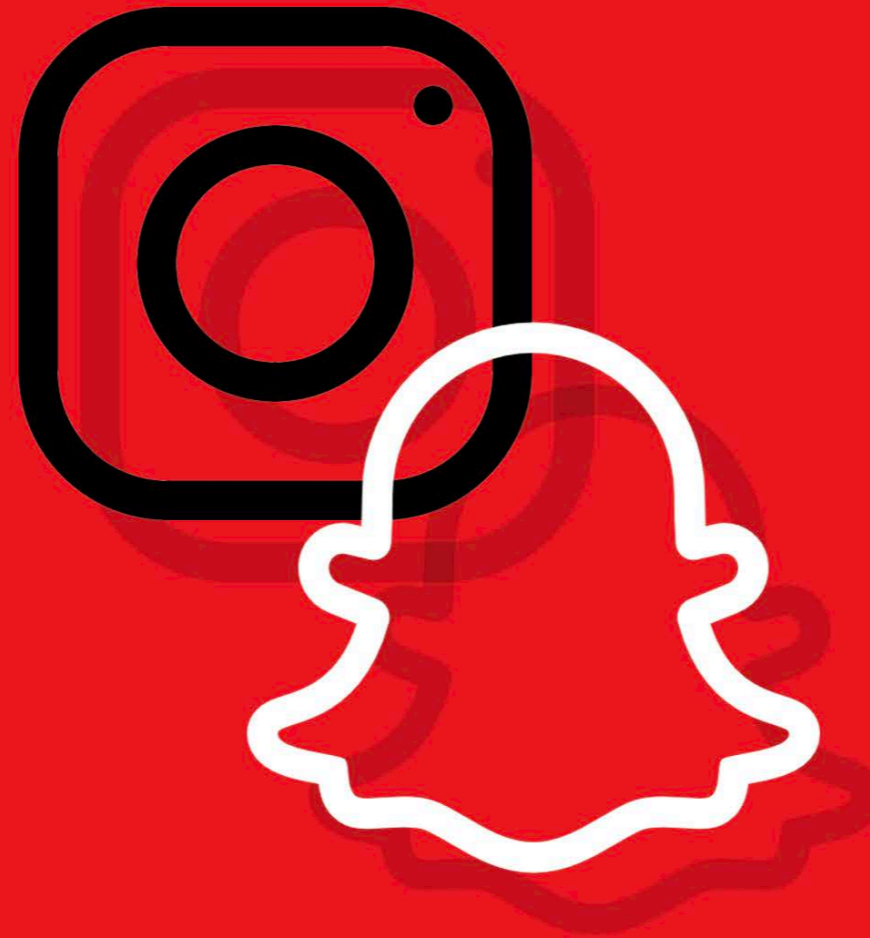


**Sports  
Illustrated**<sup>®</sup>  
**SATURDAY NIGHT LIGHTS**

**Approximately 1000 pieces of content from influencers in the course of 6 hours.**

**Despite Snapchat and Instagram stories eventually disappearing, we were able to catch each moment before it was gone.**

**Over 75 million people who were not at the event had the chance to EXPERIENCE it.**

































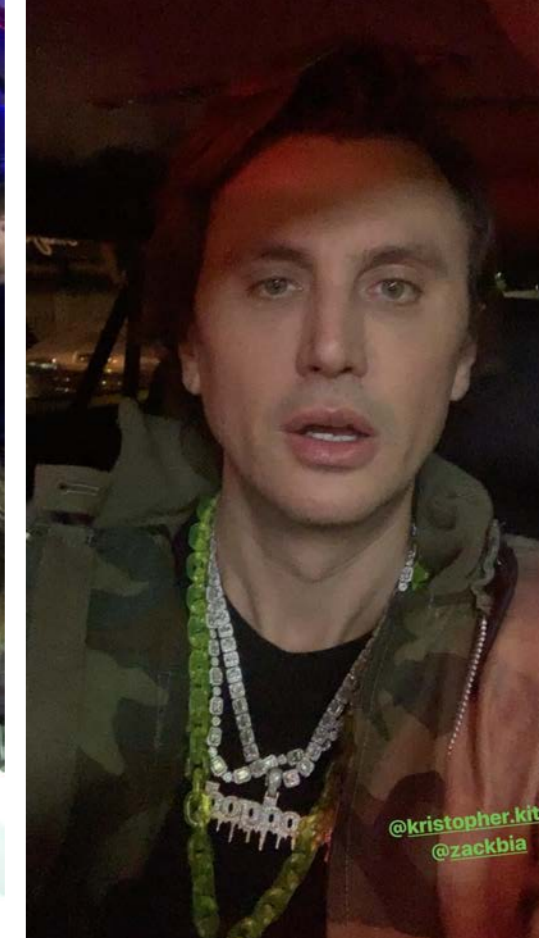
**The top 85 influencers were cultivated to post exclusive, engaging content.**

**Sports Illustrated Saturday Night Lights trends on Snapchat, due in large part to the notable influencers tagging it.**

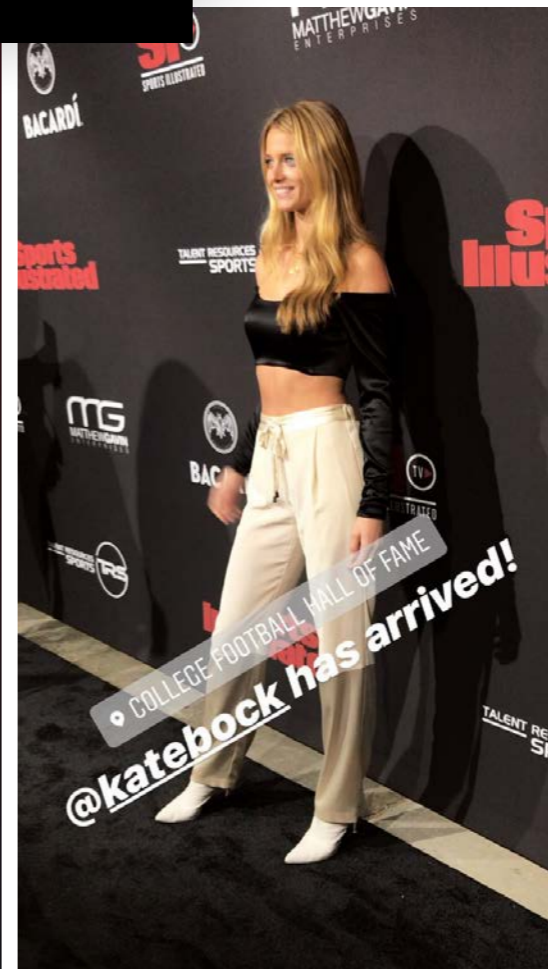
**With geotags and heat map, we were able to capture each moment shared AT or even AROUND the event.**

# TOP 30 INFLUENCERS WHO POSTED

 LilWayne 101M	 LilJon 1.57M	 mariaciuffo 306K
 snoopdogg 86.9M	 thejudge44 1.31M	 haleybaylee 195K
 diplo 12.4M	 EmmittSmith22 1.25M	 CScottWX 189K
 golden_barbie 3.46M	 officialdannytrejo 1.07M	 francescamariano 162K
 alyraisman 3.39M	 denisebidot 649K	 astronaut 156K
 foodgod 3.11M	 katebock 497K	 danielle_herrington_ 155K
 danrue 2.92M	 chicksintheoffice 397K	 zeusirons 150K
 thebackpackkid 2.34M	 mojo 339K	 taboo 140K
 sosobrat 2.23M	 davidjohnson31 331K	 therealjustintuck91 139K
 si_swimsuit 1.93M	 ohsnapjbsmoove 314K	 bonniejill 139K



# IG POSTS





Please reach out to me directly for dance lesson inquiries

@haleyybaylee  
@huntermcgrady



ATLANTA, GEORGIA

@ryandestiny x @keithpowers



SNOOP  
@sportsillustrated



@harrell\_gunn



I'm dead omg

# IG POSTS



emmanuelanders

@astronaut

🚀🚀🚀🌕



@sportsillustrated

CHICK-FIL-A COLLEGE FOOTBALL HA...

@kaylamarie523  
@sulu\_edge



Never thought we'd be explaining to Urban Meyer who Adam Levine is



Squad goals

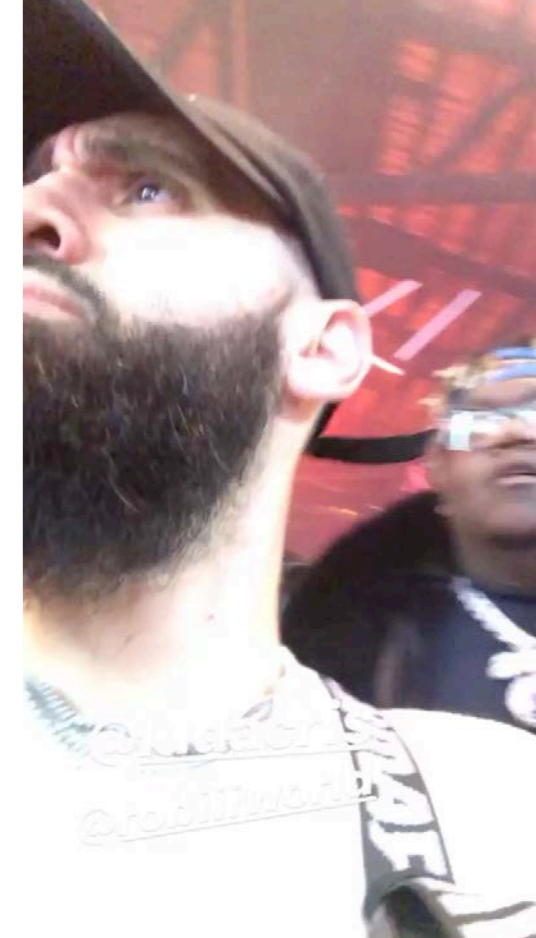
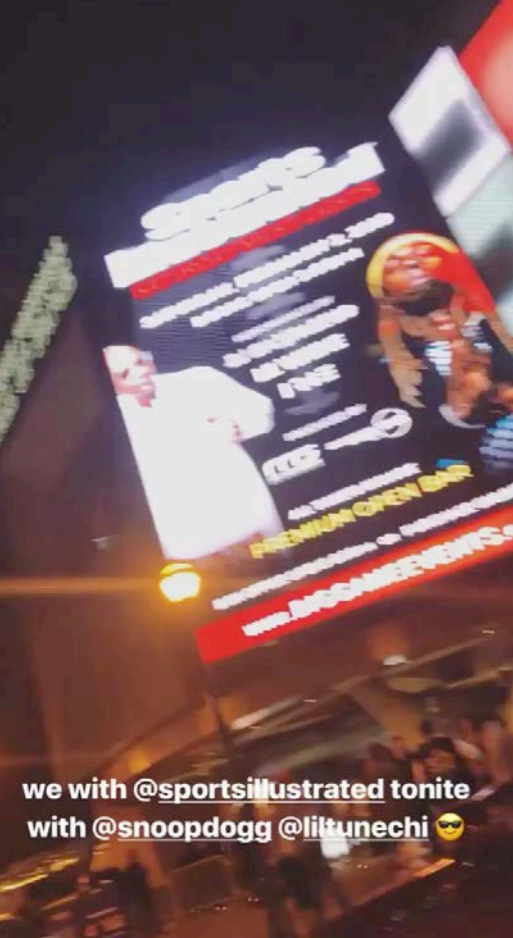
SPORTS ILLUSTRATED



A family affair

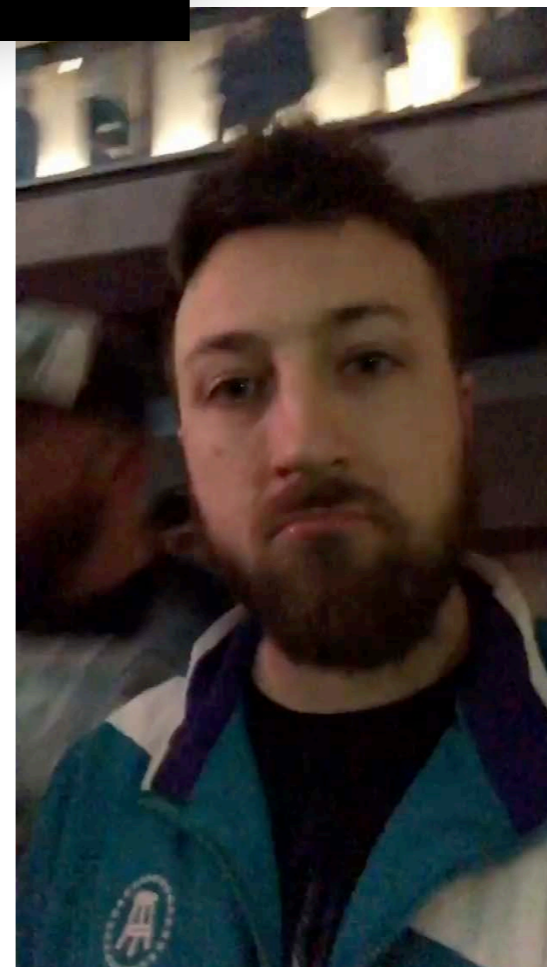
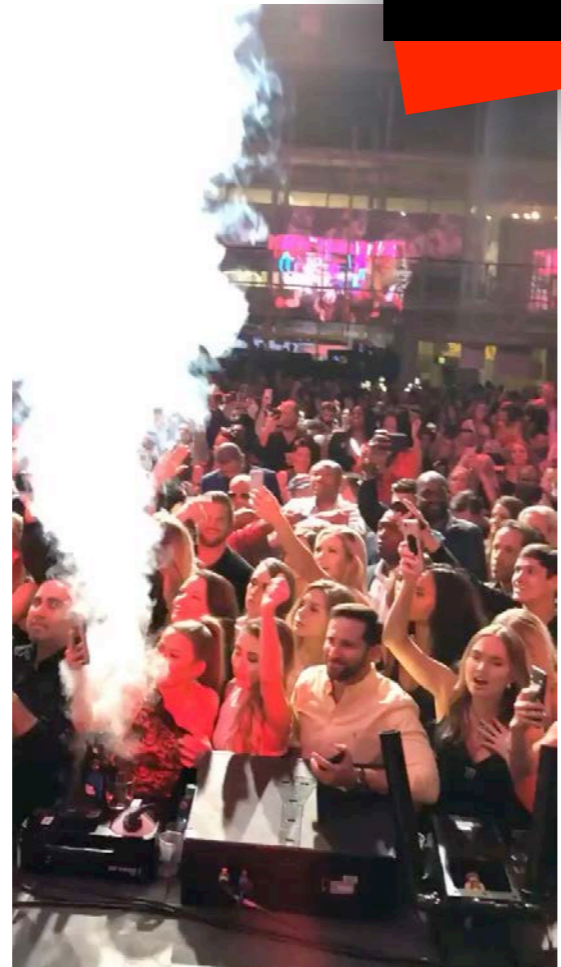
@official\_flo

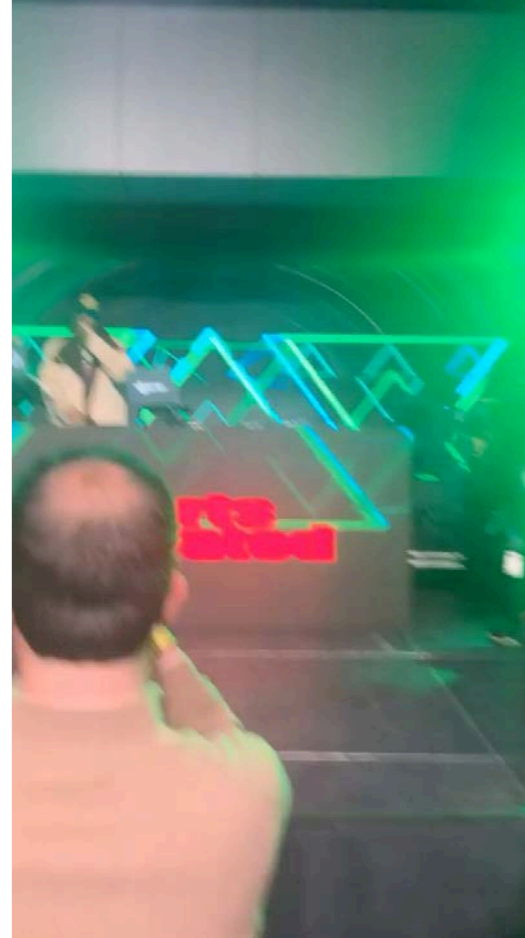
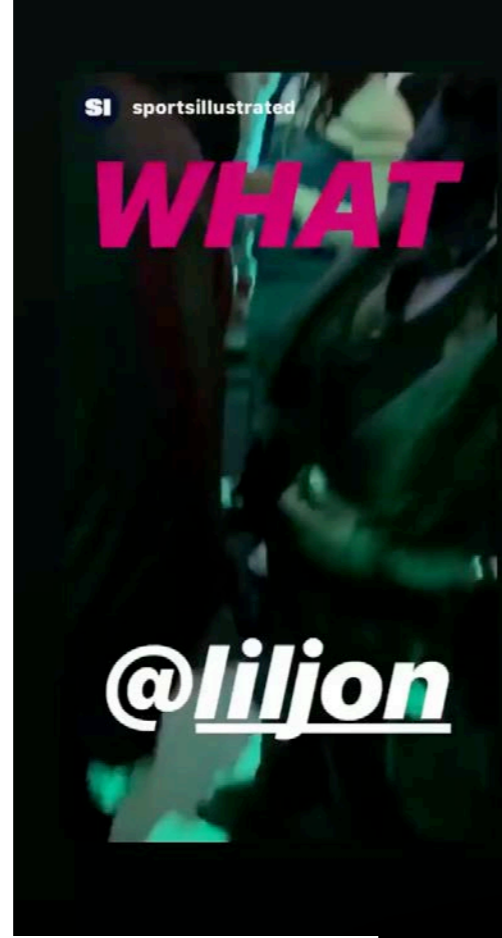
@mojo



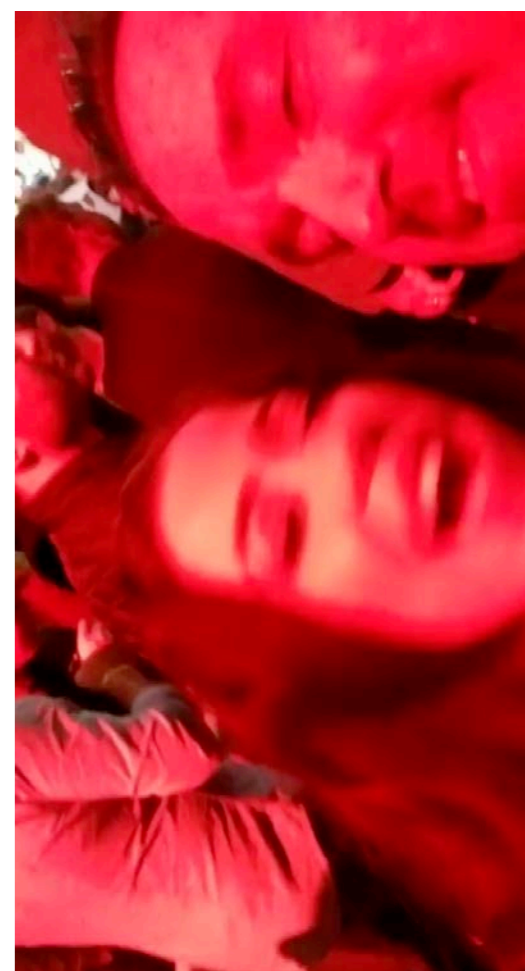
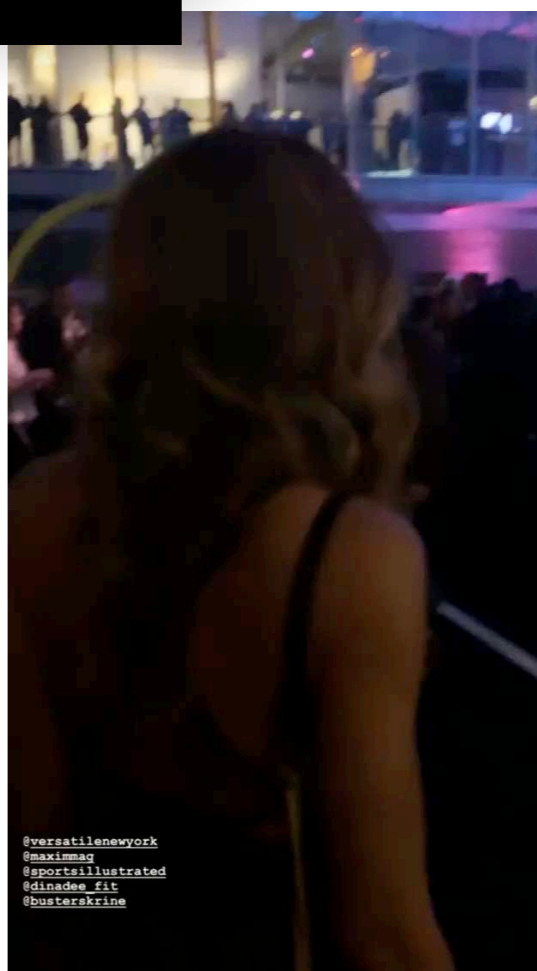
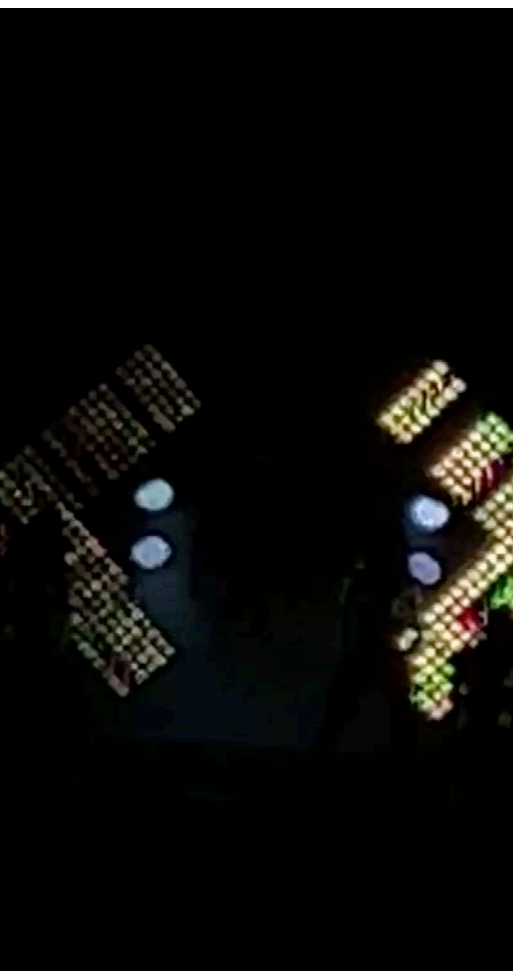
we with @sportsillustrated tonite with @snoopdogg @liltunechi 🤩

# IG STORIES





# IG STORIES



@versatilenewyork  
@maximmag  
@sportsillustrated  
@dinadee\_fit  
@busterskrine



# SNAP STORIES

