




 30th of October 2018

 Four Seasons Hotel Istanbul at the Bosphorus



INFLOW Awards is **INFLOW Group's award night** that will reward the Influencers, agencies and brands by an independent jury in terms of their Influencer Marketing activities and campaigns **of the year.**





All winner campaigns are selected **by a special Jury and a public referendum.**





"Congratulations to the whole team. We even talked to the team in the meantime, they said that in their dream they saw themselves as a reward. That's exactly why this ceremony is different from the others, it is very clear that there is a great excitement. Thank you for giving me this reward."

Refika Birgül - Best Gastronomy Influencer Marketing Campaign Winner

AWARD CATEGORIES

Jury Selection

**The Rising Star Influencer of
the Year**



Best Creative Content

**Best Influencer & Brand
Collaboration**



**Best Fashion Influencer
Marketing Campaign**

**Best Travel Influencer
Marketing Campaign**



**Best Parents & Kids Influencer
Marketing Campaign**

**Best Gaming Influencer
Marketing Campaign**



**Best Gastronomy Influencer
Marketing Campaign**

**Best Beauty & Make-Up
Influencer Marketing Campaign**



**Best Sport & Wellness
Influencer Marketing Campaign**

**Best Social Responsibility
Influencer Marketing Campaign**



**Best Technology Influencer
Marketing Campaign**

**Best Influencer Marketing User
Brand**



Best Influencer Agency

AWARD CATEGORIES

Public Referendum



**The Instagram Influencer
of the Year**



**The YouTube Influencer
of the Year**



**The Twitter Influencer of
the Year**



**The Facebook Influencer
of the Year**

INFLOW JURY

Afşın AVCI

Co-Founder - INFLOW
Summits



Ahmet OLMUŞTUR

Chief Commercial Officer -
Turkish Airlines



Ahmet Ramiz

General Manager - the
Estee Lauder Companies
Affiliate in Turkey



Alemşah ÖZTÜRK

Chief Executive Officer -
4129Grey



Aslı BAKAN GÖKULU

Vice President Advertising
Project Integration -
Demirören Media Group



İlke ÇARKÇI TOPTAŞ

Head of Agencies &
Brands, Turkey - Facebook



Prof. Dr. Aslıhan NASIR

Department of
Management Information
Systems - Bogazici
University



Saffet Emre TONGUÇ

Travel Writer, Professional
Tour Guide, Historian, TV &
Radio Host



Savaş İnanç DEDEBAŞ

Chief Executive Officer -
Publicis One Turkey



Tarek MOURAD

General Manager - Four
Seasons Hotels and
Resorts at Bosphorus &
Sultanahmet



PARTNERS

**TURKISH
AIRLINES**



FOUR SEASONS

HOTEL

ISTANBUL AT THE BOSPHORUS

**ESTÉE
LAUDER
COMPANIES**



UP ORGANİZASYON

BE BOLD



AJANS PRESS
GROUP

CODEMODEON

contactplus⁺





INFLOW x ESTÉE LAUDER COMPANIES FOR BREAST CANCER



Estée Lauder Companies' Breast Cancer Campaign (formerly known as The Breast Cancer Awareness Campaign) unites and inspires people around the world in The Campaign's mission to create a breast cancer-free world. Founded in 1992 by the late Evelyn H. Lauder, with the launch of the iconic Pink Ribbon, The Breast Cancer Campaign is The Estée Lauder Companies' largest corporate philanthropic initiative and is active in more than 70 countries.

INFLOW Awards has also adopted this valuable will carrying it to the award night to enhance the brand's campaign via invited industry pioneers.



"I knew such award ceremonies were held in the world. However, to be held in Turkey also shows that we are on our access to our world-class social media."

Enes Batur - The YouTube Influencer of the Year

WINNERS

Jury Selection



Best Influencer & Brand Collaboration

Bobbi Brown - Muse İstanbul -
Duygu Özaslan

Duygu Özaslan x Bobbi Brown



Best Gaming Influencer Marketing Campaign

Algida (Unilever) - Mindshare

Algida Boom Boom Noobstar



Best Beauty & Make-Up Influencer Marketing Campaign

Braun (P&G) - Starcom, Unite.Ad -
Anıl Altan

Braun #gitsinmikalsinmi

WINNERS

Jury Selection



Best Influencer Agency

Hypers



**Best Technology Influencer
Marketing Campaign**

Koç Sistem - Wox Creative

Nesnelerin Gıybeti



**Best Gastronomy Influencer
Marketing Campaign**

Peyman - Mobiwan Mobi - Refika
Birgöl

Aşurenin Bereketi Paylaştıkça
Artar

WINNERS

Jury Selection



The Rising Star Influencer of the Year

Rachel Araz Kiresepi



Best Social Responsibility Influencer Marketing Campaign

Samsung - Medyaevi İletişim ve İletişim Danışmanlığı - Ezgi Mola

Siber Zorba Olma #farkınavar



Best Parents & Kids Influencer Marketing Campaign

Sanofi Enterogermina - Lobby
Phygital - TurkeyVideoNetwork -
Akasya Asiltürkmen

Anneler Bilir

WINNERS

Jury Selection



Best Influencer Marketing User Brand

Trendyol

#Trendyoldayız



Best Fashion Influencer Marketing Campaign

Trendyol - Şeyma Subaşı



Best Sport & Wellness Influencer Marketing Campaign

Türk Ekonomi Bankası - TTBoom -
Bülent Serttaş

#TenisBiziz

WINNERS

Jury Selection



Best Travel Influencer Marketing Campaign

Vodafone - Mindshare - Bianca
Somer

Vodafone Red ile Dünya
Avucunuzda



Best Creative Content

Yılmaz Sisters

WINNERS

Public Referendum



**The Instagram Influencer of the
Year**

Yasemin Sakallioğlu

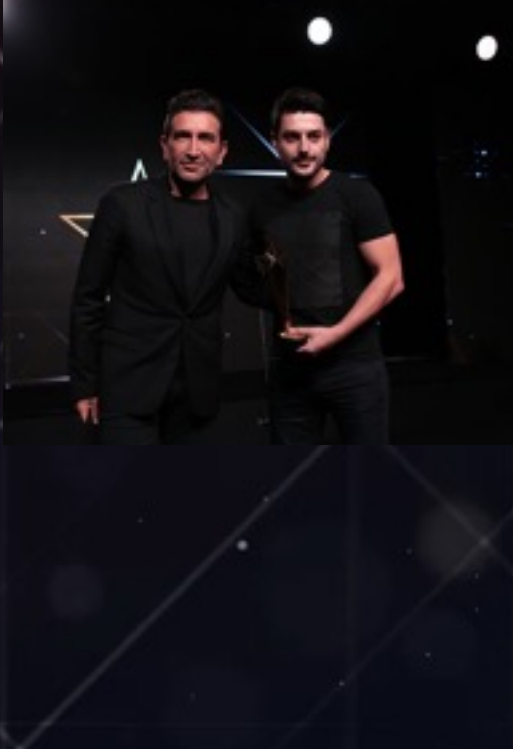


**The YouTube Influencer of the
Year**

Enes Batur

WINNERS

Public Referendum



**The Twitter Influencer of the
Year**

Odun Herif (Kadir Doğrubakar)



**The Facebook Influencer of the
Year**

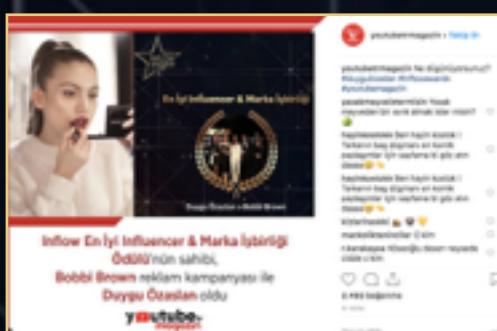
Cezmi Kalorifer



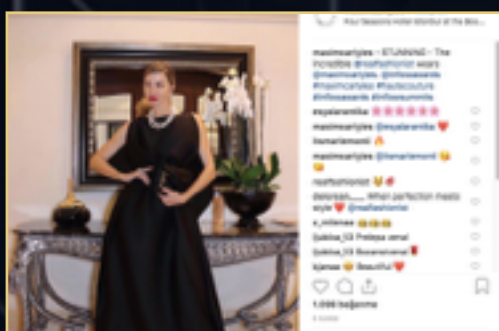
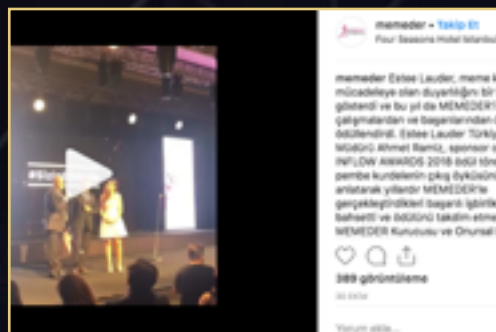
"It was the first time you've ever had such a night. As INFLOW, you have been appreciated so much. Good luck INFLOW."

Blend Serttaş - Best Sport & Wellness Influencer Marketing Campaign Winner

SELECTED POST - SHARES



SELECTED POST - SHARES

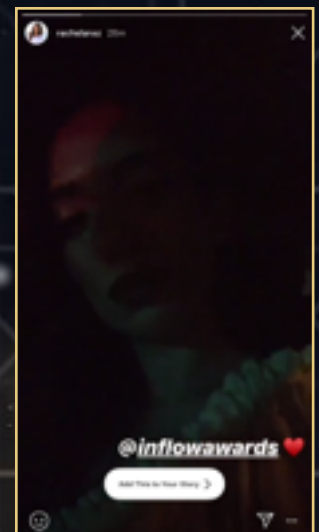
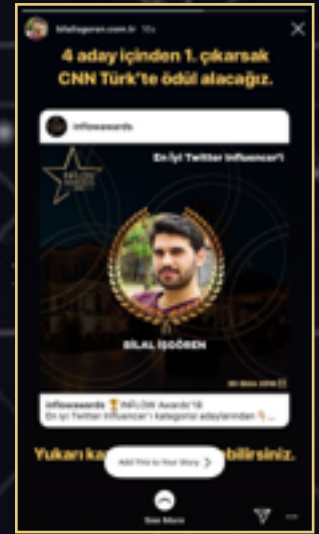
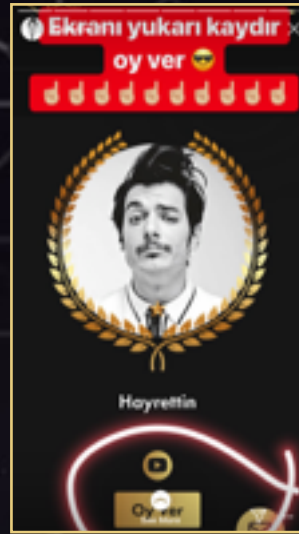
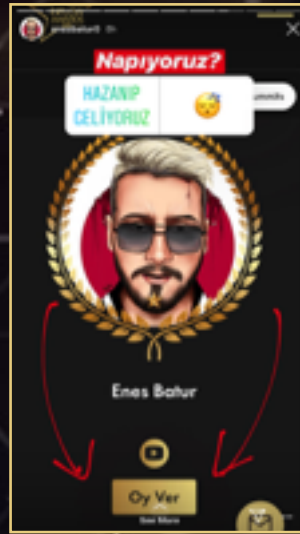




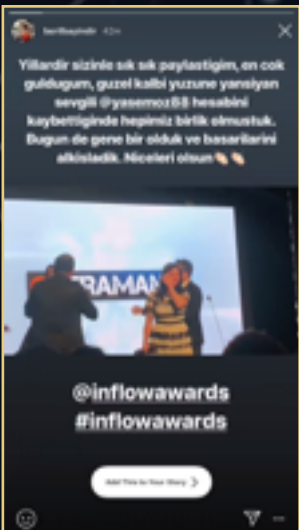
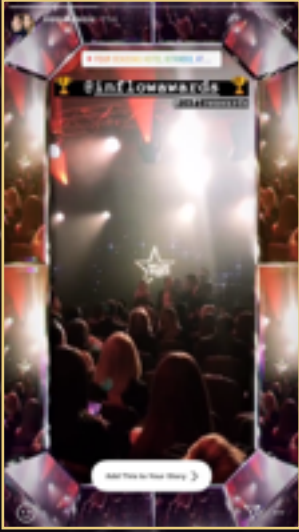
"I love INFLOW and kiss you from your producing hearts."

Rachel Araz - The Rising Star Influencer of the Year

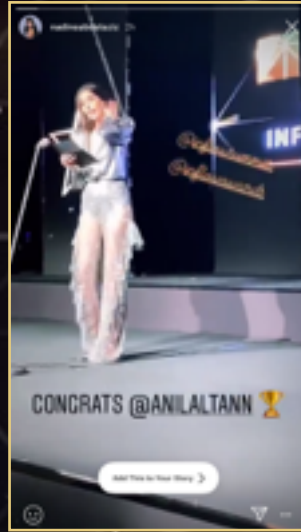
SELECTED STORIES



SELECTED STORIES



SELECTED STORIES





"You organised a very lovely event for us. It was an unforgettable moment and a joke while i was about to get my award on the stage. As an opera addict, i loved it. Thank you so much"

Yasmin Sakallioğlu - The Instagram Influencer of the Year

MEDIA OUTPUTS

Conventional Media & Web

Social media celebrities coming to breathe in Istanbul's dynamic aura

» 2012, a beginning in full of an important step for high-income Istanbul is 2012 of the world's most successful social media will come to Istanbul for the [Twitter](#) and [Instagram](#) 2012 in Istanbul. Many of these will visit the city's famous districts, especially in Beşiktaş. These social media stars, who have a great effect in attracting global media, will influence social media people with their powerful power through their posts. According to a report from the Turkish Daily, Yaman, Twitter users in Istanbul have said that a trend is going to Turkey's growth. 2012 is a lucky year for Twitter because Twitter's London office is 2012 a day while this figure stands at 2012 in Istanbul, which has increased for a long time. 2012

[illegible]

FEMOMENLER GELİYOR

Yok böyle bir tanıtım

Türkiye'nin en büyük turistik destinasyonu İstanbul'da sosyal medya femomenleriyle karşılaşacaksınız. Milyonlarca takipçisi olan 160 etkili isim Türkiye'ye geliyor. **7 Sayfa 7**

Femomenler
Beyazıt
Çarşısı'nda
pratiklik
yaparak
sosyal
medyada
gösteriş yapıyor.

EMRE ERER
160 GÖRÜNTÜ

[illegible]

Başarılı kampanyalar ödüllendirildi

TÜRKİYE'DEKİ influencer, marka ve ajansların birlikte düzenlediği kampanyaların ödüllendirildi.

INFLU
Ödülleri, geçişimiz günlerde Four Seasons Hotel İstanbul'da düzenlenen **Boşluk**ta sahiplerini buldu.

Gençlik


MEDIA OUTPUTS

CNN Türk Broadcast

4th of November

15:40:23

CNN
TÜRK 15:40:26

LDU  ERDOĞAN: TRUMP HALK BANK KONUSUNDA "TALİMAT VERECEĞİM" DEDI

15:40

CNN
TÜRK



"We are so glad to be involved such a great organization. Thank you very much. Hopefully, we'll get an award next year."

Yilmaz Sisters - Best Creative Content Category Winner

MEDIA OUTPUTS

Social Media

#INFLOWAwards	Instagram	Instagram Stories	Press & Web Coverage	TOTAL
TOTAL SHARES	1.290	360	44 news	1.694
POTENTIAL REACH (time)	258.000.000	72.000.000 total views	7.346.964 total reach	337.346.964
INTERACTION	77.400.000	72.000.000	7.346.964	156.746.964



MEDIA VALUE

Conventional & Web & Social Media

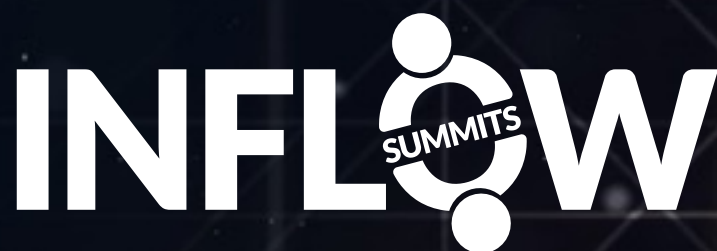
	Instagram	Press & Web Coverage	TOTAL
TOTAL INTERACTION / REACH	Post: 77.400.000 Story: 72.000.000 Total: 149.400.000	7.346.964 total reach	-
AVERAGE COST PER ENGAGEMENT	0,06 \$ / 0,33 ￡	-	-
Total Conventional Media Value	-	371.306 ￡	
TOTAL	49.302.000 ￡	371.306 ￡	49.673.306 ￡



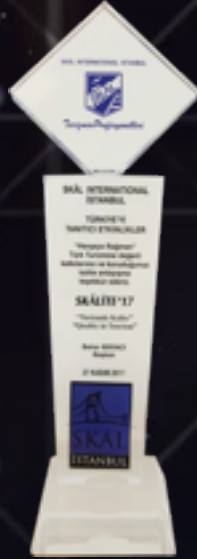
ABOUT INFLOW SUMMITS

INFLOW is short for 'Influencers of The World'. INFLOW aims to bring together the well-known faces on popular platforms, digital opinion leaders, bloggers, social media content creators with leaders brands in sectors at international conferences including B2I (Business to Influencer) meeting & special activities.

Thus, **INFLOW** features being the most important platform that manages destination promotion, marketing and what is required to be promoted in the best way; realises common goals; steps up the marketing power; and brings together the potentials of pioneers active in the market to create profitable business.



AWARD & ENGAGEMENTS



Turkey's Promoting Events
category winner at the Skalite'17



INFLOW Summits is an official
World Tourism Organisation
(UNWTO) member

**EXPLORE
SHARE
INTERACT**



INFLOW
AWARDS
— 2018 —