WINTER RESET

WITH WESTJET

WestJet × Colby Plett · Influencer Marketing Proposal

Prepared for WestJet by Cookie Jar Marketing
Ryan Usher · Jaiden Gurski · Adam Cornelis · November 2, 2026

WHY INFLUENCERS, WHY NOW

63%

of 18 to 34 year olds trust what influencers say about a brand more than what the brand says about itself

EDELMAN, 2019

79%

of Canadians say travel got less affordable in the last 5 years

CIBC & IPSOS, 2025

WHAT WE SET OUT TO DO

Find the Canadian creator who fits your voice best, and plan a campaign that gets young professionals thinking about a WestJet sun trip.

Edelman (2019) influencer survey of 18 to 34 year olds · CIBC & Ipsos poll, Oct 2025

01

YOUR BRAND

YOU SOUND LIKE A HOMETOWN HOST

HOMEGROWN

Proud, Canadian, a little nostalgic



Pager codes with Ernie Clement · Sep 9 · 5,242 likes

PLAYFUL

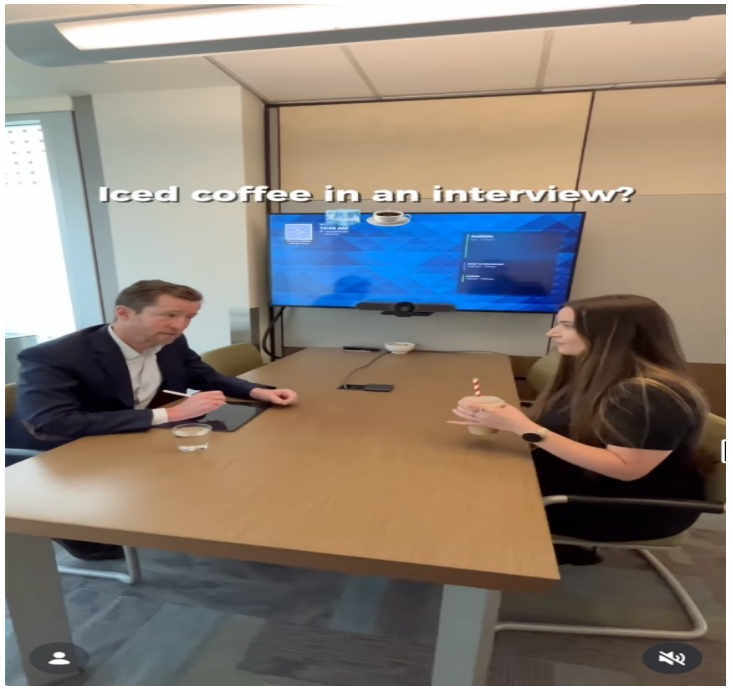
Turns flying into a game



Avgeek bingo · Sep 21 · 533 likes

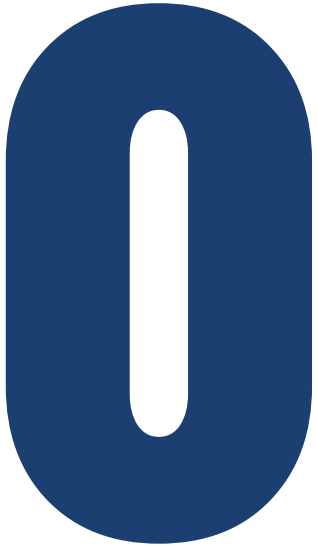
WELCOMING

Talks to you like a friend



"Iced coffee or not, we're glad you're here" · Sep 28 · 584 likes

THE GAP



posts about winter or sun trips since October 4

WHAT INFLUENCERS CAN DO FOR YOU

01 Make you the first airline young Canadians think of for a winter escape

02 Show a sun trip is affordable with WestJet

03 Put your voice into short videos made by real people

@westjet on Instagram, posts from Oct 4 to Oct 29, 2026

MEET BURNT-OUT BECKY

BECKY, 26

TORONTO

Marketing coordinator, 3 years in

Hasn't used her vacation days

Gets trip ideas from TikTok and Reels

Thinks a sun trip is out of her budget

THE GOAL

20,000 TO 30,000

clicks to your winter sun deals page

WHO	Canadians 22 to 30 in Toronto, Vancouver, Calgary and Montreal
WHEN	Nov 23, 2026 to Feb 14, 2027
FUNNEL STAGE	Consideration

Persona is illustrative, built from our audience research

02

THE CREATOR

HOW WE SEARCHED

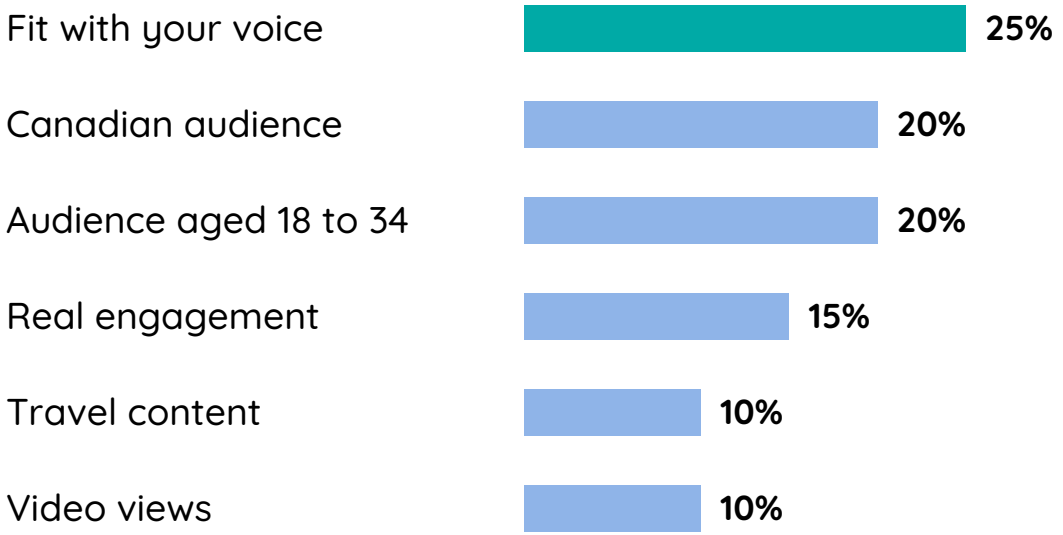
325 Canadian creators on Collabstr

36 with a mostly Canadian, mostly 18 to 34 audience

5 checked by hand on Instagram

3 on our shortlist

WHAT WE SCORED



HARD RULE No deals with Air Canada, Porter, Flair or Air Transat in the past year

Collabstr search and creator analytics, Oct 29, 2026

THE SHORTLIST

	COLBY PLETT	MATT SHOSS	SRIYA PERUKA
City	Calgary	Toronto	Vancouver
Instagram followers	14.9K	80.2K	15.6K
Canadian audience	83%	74%	60%
Audience 18 to 34	84%	88%	86%
Real engagement	Hidden (3.5% on Collabstr)	0.5%	0.6%
Canada posts (last 9)	8	1	4
Score / 100	**84.5**	**77**	**69**

Collabstr analytics + our own count of likes and comments on the last 9 Instagram posts, Oct 29, 2026

WHO WE CUT AND WHY

MACAILA 344K, Whistler	Worked with Flair Airlines. Failed our airline rule.
SEBASTIEN ELIMBI Vancouver	Switched to fitness. No travel content.
DIEGO CASTILLO Winnipeg	His own profile says most of his audience is over 34.
MEGGAN RENAUD Quebec	Audience is mostly moms. Past Air Transat deal.

SRIYA'S ENGAGEMENT

Collabstr said

7.6%

We counted

0.6%

So we checked every number by hand.

Collabstr profiles and Instagram, Oct 29, 2026

WHY COLBY

Her feed is Canada.

8 of her last 9 posts.

Her audience is yours.

83% Canadian, 84% aged 18 to 34.

She's done this before.

Paid resort trip to Los Cabos, March 2026.

"Nothing like a spa day in Cabo to reset the body."
@colbyyplett, Mar 11, 2026



Los Cabos resort · paid



Rockies larch hike



Bluetti road trip · paid

@colbyyplett on Instagram · Collabstr analytics, Oct 29, 2026

WHAT COULD GO WRONG

RISK	OUR FIX
01 **She hides her likes**	She shares her Instagram Insights before you sign
02 **Her audience is mostly women**	Paid ads target men and women 22 to 30
03 **She's more heartfelt than funny**	You bring the playful part: polls, games, captions
04 **Only 15K followers**	Most of the budget boosts her posts in your 4 cities

03

THE CAMPAIGN

WINTER RESET

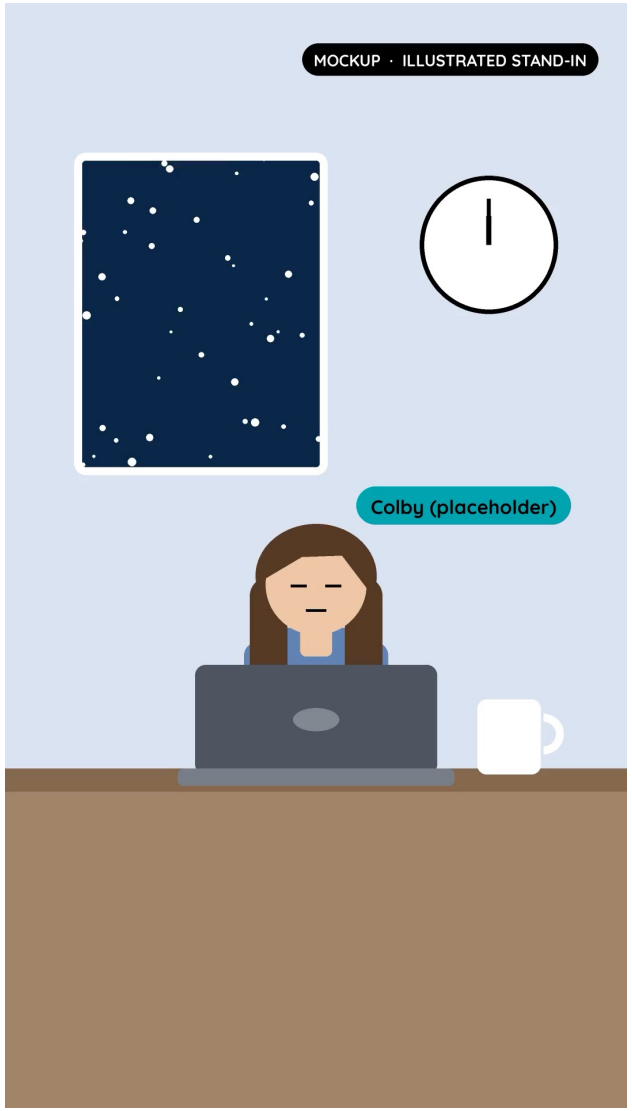
Colby sets her out of office. Canada picks where she resets.



All non-stop from Calgary on WestJet

#ResetWithWestJet

WHAT THIS COULD LOOK LIKE



Inspiration we'd send Colby.

She'd put her personal touch on it.

Mockup by Cookie Jar Marketing. Not Colby's content.

WHAT SHE POSTS

MAIN

INSTAGRAM

6 Reels · 3 carousels · 10 Story sets with deal links

SECONDARY

TIKTOK

The same 6 Reels, edited for TikTok

EVERY POST SAYS ONE OF THREE THINGS

You need a reset.

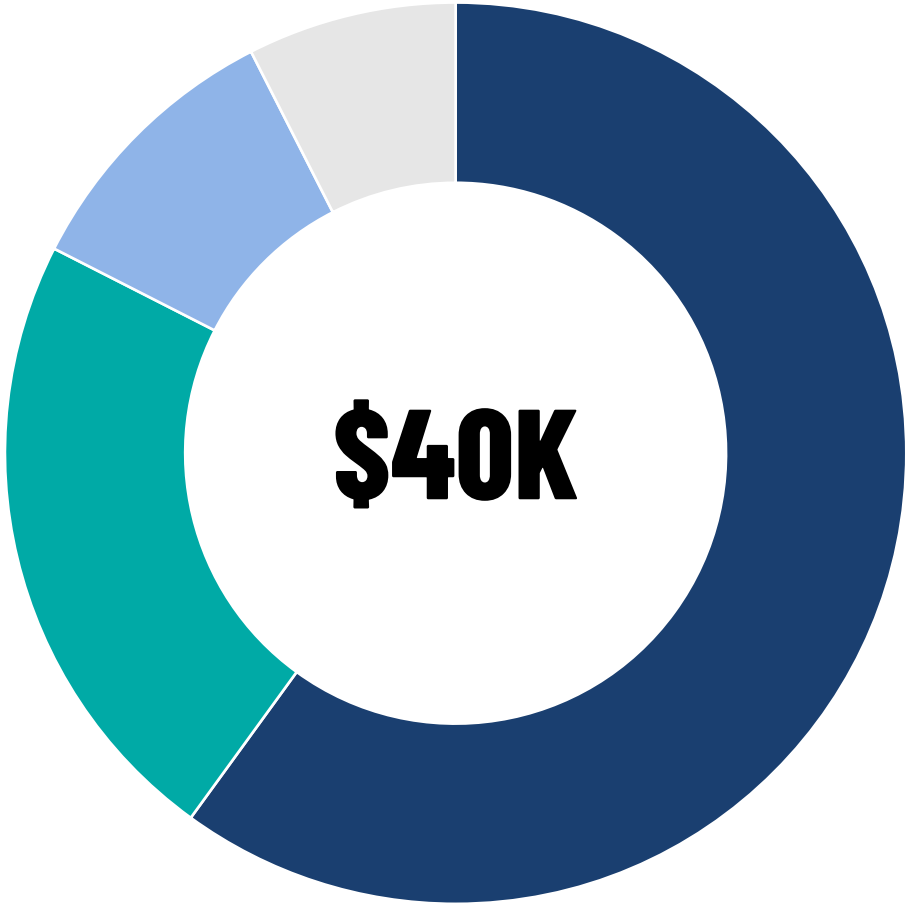
It's closer than you think.

It costs less than you think.

THE TIMELINE

NOV 23 TO DEC 6	DEC 7 TO JAN 4	JAN 5 TO 11	JAN 12 TO 31	FEB 1 TO 14
01 **TEASE AND VOTE**	**02** **COUNTDOWN**	**03** **THE TRIP**	**04** **BOOST**	**05** **WRAP UP**
Black Friday deal season	Winner revealed, packing		Peak on Blue Monday, Jan 18	

A $40K PILOT



$24,000	Paid boosting
$9,000	Colby's fee
$4,000	Trip
$3,000	Editing and buffer

Estimates. Colby's fee includes 6 Reels, 6 TikToks, 3 carousels, 10 Story sets, the right to run her posts as ads, and no other airline deals during the campaign. You cover the flights.

Fee estimate based on Colby's Collabstr rates, Oct 29, 2026

WHAT SUCCESS LOOKS LIKE

MAIN NUMBER

20K TO 30K

clicks to your deals page

$0.80 TO $1.20

Cost per click

2.0% TO 2.8%

Click-through rate

4K TO 6K

Saves and shares

2.5K TO 3.5K

Poll votes

70%+

of paid reach aged 22 to 30 in your 4 cities

Bookings are tracked, but they're a bonus, not a target. Benchmark: travel ads average a 2.76% click-through rate (WordStream, 2025).

HOW WE TRACK IT

01

Every post gets its own tracking link

02

Your Google Analytics counts the clicks

03

Meta Ads Manager tracks paid results

04

Colby shares her Insights every week

THE RULE

After week 1 of the boost, we move money to the best Reel and pause anything under 1% click-through.

OUR RECOMMENDATION

Young Canadians still want to travel. Cost and burnout are what stop them.

Colby's Winter Reset shows a sun trip is closer than they think. In your voice. For $40K.

WESTJET

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