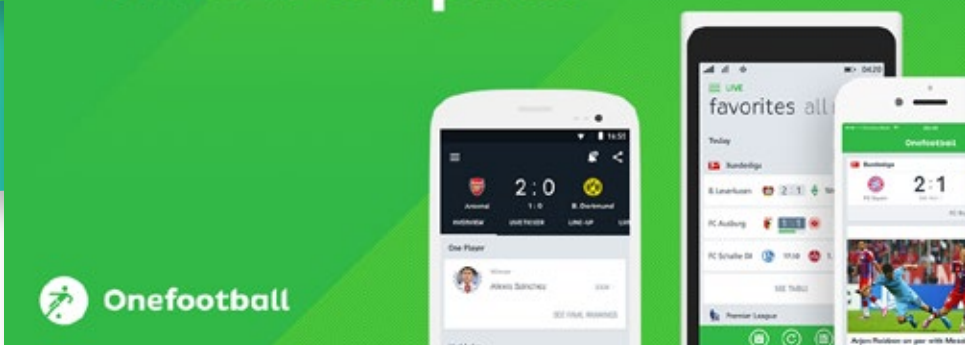


Orishinal Case Study

Powered by [webfluentia](#)

This is how Webfluentia technology helped the Onefootball App increase app downloads by 4% through influencer marketing.

Football for the People.



Football for the people

The Onefootball App keeps 22 million football fans up to date by providing a space to follow soccer fixtures and connect with other fans. Available on iOS, Android, Windows and as a web app, Onefootball is pursuing its goal to bring football to the people driven by a team of talented young football enthusiasts and backed by a group of top investors.

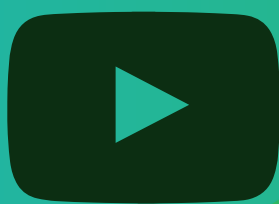
This is how Orishinal did it

The campaign collaborated with 5 South American influencers from Brazil, the Dominican Republic and Argentina. Each influencer was tasked with producing an authentic video that matched the tone and messaging that the influencers' audiences were familiar with.

The campaign had a clear call to action: encouraging audiences to download the Onefootball App. Each influencer was given a customised link that directed audiences to a campaign landing page.



The results



4 873 570
YouTube views
across 5 videos



128 621
likes and comments
on across Youtube



4%
increase in Onefootball
App Downloads

What Orishinal learnt

1. Successful campaigns are those that include influencers creating rich media content like videos and customised campaign elements such as specialised links.



2. Millennials think YouTube stars are trendsetters more than other celebrities.

3. YouTube subscribers would follow advice on what to buy from their favorite creator over their favorite TV or movie personality.

