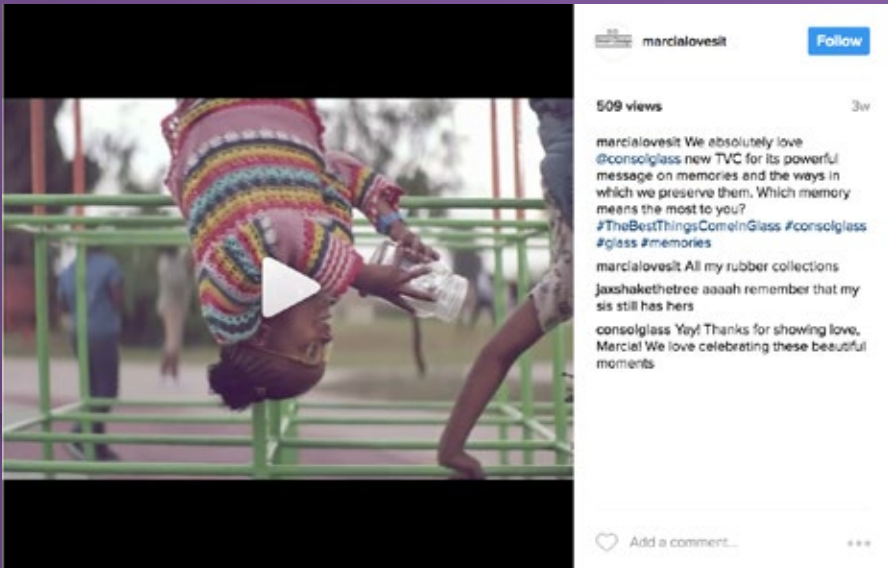


# Clockwork Media South Africa

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## Consol Case Study

The main objective of this campaign was to put the spotlight on Consol's new TV commercial which focuses on "The Best Things Come In Glass". The ad is a heartfelt advert that focuses on memories, exploring objects and experiences that hold sentimental value.

## This is how Clockwork Media did it

Five influencers were selected to create and collaborate on brand content. In addition, each influencer was featured in a video that was produced in the same style as the TV commercial.

Driving audience engagement through a competition element. Each influencer was encouraged to share the campaign content as well encourage their audiences to share their own special memories. One winner would be selected per influencer, and would be given the opportunity to create their own best moments.



## Insights



Custom content created by the influencers performed better than content supplied by the brand: Eg: The TVC snippets that were used.



Custom video content performed the best on Instagram and Facebook



Stills from the videos used as content proved to perform better than some of the content created by the influencers – showing that "professional" looking posts worked better with their audience for their social platforms.