

McCain VEGGIE SIDE CASE STUDY

CREATING PRODUCT AWARENESS FOR McCain THROUGH INFLUENCER MARKETING BY REACHING AN AUDIENCE OF OVER **240, 000** PEOPLE.

THIS IS HOW WE DID IT:

WHY?

We live in an era where people are always busy and are therefore always looking for the easiest, and most effective way of getting things done. McCain has a range of products that are designed for that purpose, and wanted to educate people on these products.

HOW?



A selection of influencers were chosen, each speaking to a different audience.



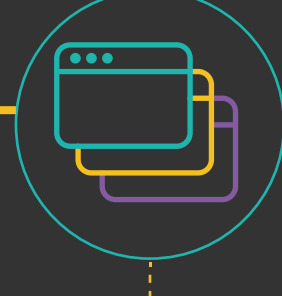
Influencers had to create a YouTube video in which they showcased the McCain products in a recipe. The video was shot and produced by Super2bit and TechGirl.



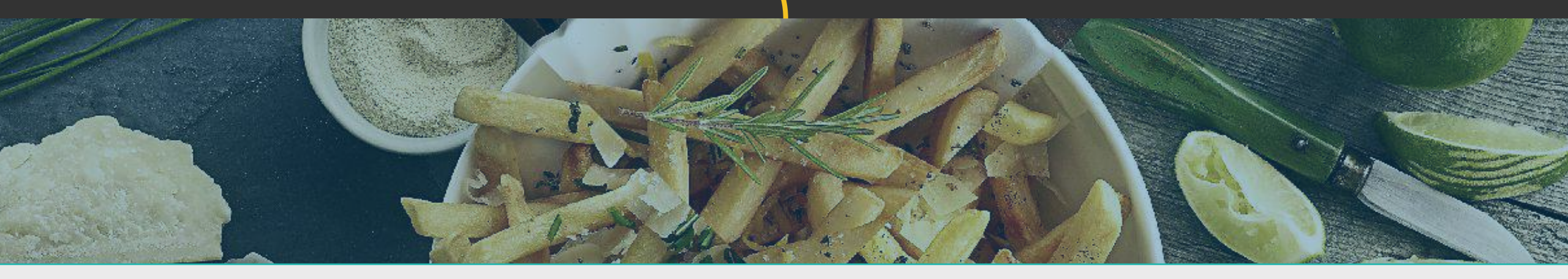
Their video was then shared in a blog post, where influencers were required to talk about their experience with the products.



The blog posts and videos were supported with social posts across Twitter + Facebook.



Each post was targeted at a different audience which resulted in added engagement in interest.



TOTAL REACH: 249 191



7, 563

Total engagement



1, 457

YouTube (total views across 4 videos)

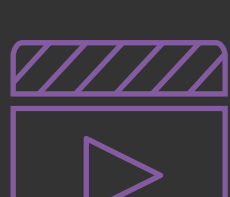


11, 046

Total blog reach

WHAT WE LEARNT:

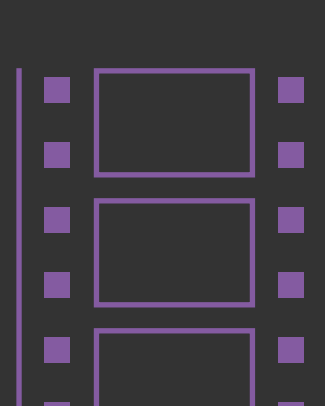
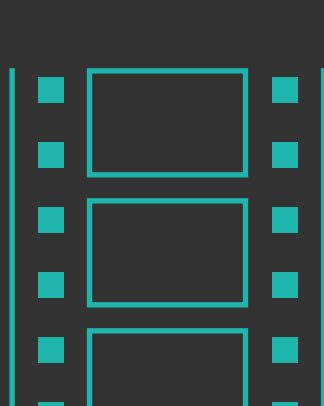
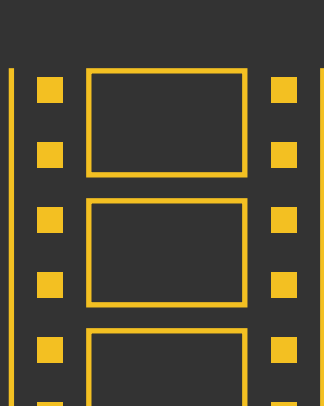
1. Giving influencers creative freedom over their content is important and ensures that content created is relevant and of good quality.



2. In order to create awareness, it's important to select influencers that don't necessarily fit with your brand as this will result in reaching a new audience.



3. When it comes to video based campaigns, ensuring consistency in production is essential.



4. Two-way communication between influencers and the brand is important ie, as a brand you should be willing to listen to the influencer and their suggestions



5. Aligning your campaign with other international, yet related campaigns is never a bad thing.

