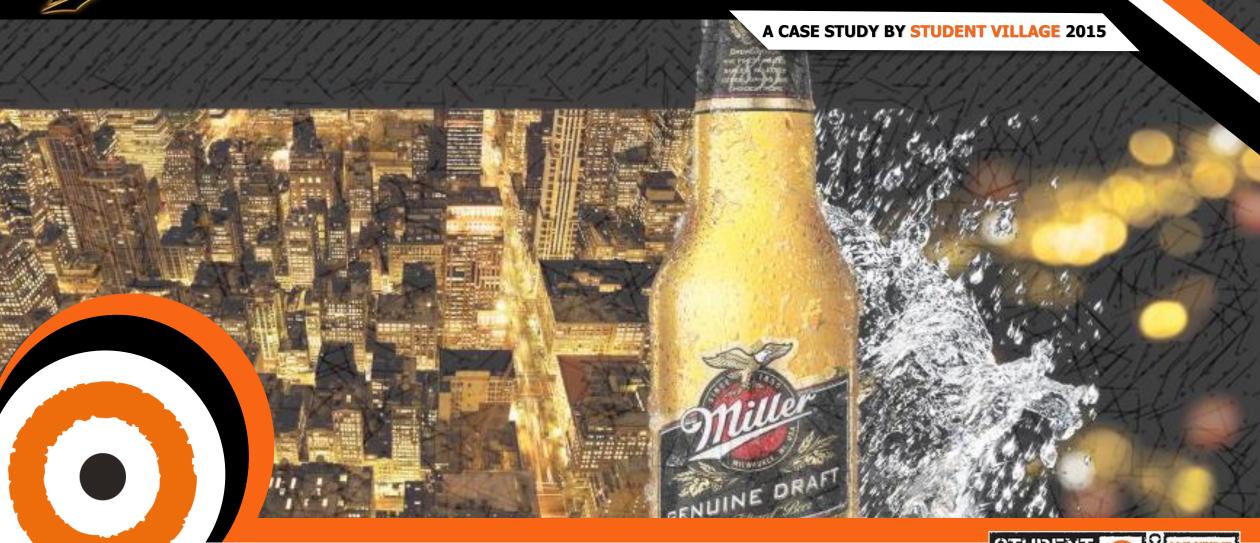


LOVE AT FRESH SIP CAMPAIGN





THE APPROACH

MILLER GENUINE DRAFT (MGD) NEEDED A FRESH TAKE ON CELEBRATING THEIR BIRTHDAY. THE FOCUS WAS TO ATTRACT THE YOUTH'S ATTENTION AND SHARE A PERSONAL CONNECTION WITH THEM IN BEING PART OF THE CELEBRATION.



MGD WANTED STUDENT VILLAGE TO...

CREATE A SOCIAL BUZZ WITH INFLUENCERS IN THE YOUTH MARKET

DRIVE CONVERSATION, BRAND AWARENESS AND BUILD ENGAGEMENT

CONNECT WITH INFLUENCERS AND TAP INTO THEIR SOCIAL RESOURCES

MAKE A DIFFERENCE IN THEIR LIVES BY ACKNOWLEDGING THEIR INFLUENCE AND WHAT MAKES THEM SPECIAL



CONCEPT AND APPLICATION

STUDENT VILLAGE MADE USE OF THEIR SOCIAL MEDIA INFLUENCER NETWORK WITHIN THE YOUTH SPACE.

MGD RECOGNISED THE INFLUENCERS
AS SOCIAL MEDIA HUSTLERS BECAUSE
THEIR ENTREPRENEURIAL SPIRIT
RESONATED WITH THE BRAND.

BY MAKING A GREATER IMPACT
THROUGH THIS PERSONAL
CONNECTION MGD HAD THE
INFLUENCERS ENGAGING WITH THEIR
FOLLOWERS ON THE BRAND'S BEHALF

SOME OF THE TOOLS USED INCLUDED

- DOOR TO DOOR DELIVERY
- SOCIAL MEDIA INFLUENCERS
- PERSONALISED MGD HAMPERS
 - VIDEOGRAPHY
 - SOCIAL MEDIA





SOCIAL MEDIA MAGIC

CUSTOM HAMPERS INCLUDING MGD
APPAREL, PRODUCT AND A
CERTIFICATE OF HUSTLE (TO
REWARD THEM FOR THEIR
ENTREPRENEURIAL SPIRIT), WERE
HAND DELIVERED TO THE
SOCIAL MEDIA INFLUENCERS
CHOSEN FOR THE CAMPAIGN.





INCLUDED IN THE HAMPER WAS A CHALLENGE. INFLUENCERS NEEDEDTO DRIVE ENGAGEMENT WITH THEIR FOLLOWING BY SHARING THEIR MILLER MOMENT ON SOCIAL MEDIA. THE INFLUENCER WITH THE MOST ENGAGEMENT COULD THEN WIN AN EXPERIENCE WORTH R5000.





IN 3 DAYS 90
HAMPERS WERE
HAND DELIVERED
TO FIVE CITIES
INCLUDING:
DURBAN,
JOHANNESBURG,
BLOEMFONTEIN,
VAAL AND
PRETORIA.

INFLUENCERS DROVE #LOVEATFRESHSIP TO REACH NEAR 700,000 ACCOUNTS AND RECEIVED OVER 818,000 IMPRESSIONS ON TWITTER

ON INSTAGRAM,
INFLUENCERS
GARNERED NEAR 1,400
LIKES, 45 POSTS AND
OVER 100 COMMENTS.
THIS ACTIVITY
GENERATED OVER
43,000 IMPRESSIONS
AND REACHED OF OVER
20,000 USERS

