



LOVE AT FRESH SIP CAMPAIGN

A CASE STUDY BY **STUDENT VILLAGE** 2015



A case study by Student Village 2015





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

#LOVE
AT
FRESH
SIP

IT'S *Miller* TIME.

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 NEEDED TO 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.

RESULTS

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

INFLUENCERS DROVE
#LOVEATFRESH SIP 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





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