

MGD SOCIAL MEDIA ENGAGEMENT CAMPAIGN



THE APPROACH

THROUGH REGULAR WORK WITH MILLER GENUINE DRAFT(MGD), **STUDENT VILLAGE WAS ENTRUSTED WITH MANAGING THEIR SOCIAL MEDIA AND BECOMING THE FRESH VOICE THAT CONNECTS WITH THE** YOUTH ON THEIR **BEHALF**





MGD WANTED STUDENT VILLAGE TO...





AMPLIFY MGD'S SOCIAL MEDIA ENAGAGEMENT BY FORMING A CONNECTION WITH STUDENT VILLAGE'S EXTENSIVE NETWORK OF YOUTH

DRIVE A GREATER FOLLOWING WITH SA'S YOUTH ON ALL MGD'S SOCIAL MEDIA PLATFORMS





CREATE STRONG AWARENESS AND BRAND AFFINITY BETWEEN YOUTH AND MGD

HELP MGD BE "THAT GUY" AND BECOME A RELEVANT SOURCE OF ALL THINGS FRESH IN THE LIVES OF YOUTH





MGD'S SOCIAL TEAM TOOK TO THE STREETS OF JOZI TO FIND THE HOTTEST HANG OUTS AND SNAP UP FRESH VISUALS TO SUPPORT ITS NEW SOCIAL MEDIA STRATEGY



TAKING MGD SOCIAL MEDIA TO THE NEXT LEVEL



FROM ROOF TOPS TO CLUBS AND CLOTHING STORES THE TEAM WRAPPED UP ENOUGH CREATIVE IMAGERY TO POWER THE YEAR!



THE OMNICHANNEL APPROACH

TWITTER

THE TEAM CREATED CONTENT AROUND POPULAR ARTISTS, THE LATEST TRENDING NEWS, THEMED MONTHLY EVENTS AND PROMOTED EVENTS THAT YOUTH SHOULD ATTEND

TWITTER POSTS ALSO
INCLUDED PHOTOS SENT BY
FANS OF MILLER,
ANNOUNCEMENT OF WINNERS
FOR COMPETITIONS, AS WELL
AS ENGANGING FOLLOWERS
WITH QUESTIONS

SOCIAL MEDIA MANAGERS
ALSO ATTENDED AND TWEETED
ABOUT THE EVENTS, UPDATING
FOLLOWERS OF WHAT'S
HAPPENING ON THE HOTTEST
SCENES























THE OMNICHANNEL APPROACH CONTINUED

FACEBOOK

STUDENT VILLAGE CREATED
POSTS THAT ILLUSTRATED BULK
BUYING OCCASIONS AND
CONGRATULATED FOLLOWERS
ON THEIR PERSONAL
ACHIEVEMENTS

FACEBOOK POSTS ALSO
INCLUDED ANNOUNCING
COMPETITIONS FOR AWESOME
PRIZES TO BE WON AND
KEEPING THE FOLLOWERS
INFORMED OF EVENTS TAKING
PLACE OVER THE WEEKEND

THE TEAM CELEBATED WOMEN'S MONTH AND YOUTH MONTH BY POSTING CONTENT AROUND THESE THEMES, SHOWING THAT MGD WAS ATTUNED TO THE YOUTH AND THEIR SURROUNDS

















THE OMNICHANNEL APPROACH CONTINUED

INSTAGRAM

INSTAGRAM'S FOCUS WAS CAPTURING NOLSTALGIC MILLER MOMENTS INDICATING THE BRANDS ENTRENCHMENT IN THE YOUTH HIP HOP MARKET

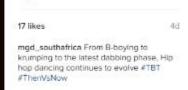
INSTAGRAM POSTS FURTHER INCUDED IMAGES OF BEAUTIFULLY PLACED PRODUCT SHOTS OF MILLER BIENG CONSUMED TO ENTICE THE FOLLOWERS

ENGAGEMENT WAS CREATED BY POSTING INTERESTING AND RELEVANT QUESTIONS FOR FOLLOWERS TO ANSWER











ACTIVATION HIGHLIGHTS





THE MGD TEAM EXCEEDED
OBJECTIVE TARGETS SET
FOR THE RESPECTIVE
SOCIAL MEDIA
PLATFORMS

THROUGH THE CLEVER
USE OF SOCIAL EVENTS TO
ENGAGE THE YOUTH,
COUPLED WITH SEEDERS
WHO SAMPLED THE MGD
BRAND TO PEERS, MGD
ENJOYED REMARKABLE
REACH AND IMPRESSION
IMPROVEMENTS

STUDENT VILLAGE
INFLUENCERS
INFILTRATED SOME OF
SA'S MOST COVETED
EVENTS INCLUDING THE
YOUTH HIP HOP FESTIVAL,
SAMA AWARDS,
FRESH YEARS EVE
SOCIAL MEDIA PHOTO
SHOOT WITH FAR
REACHING SOCIAL MEDIA
RESULTS



RESULTS

SHOWCASING MGD's SOCIAL MEDIA RESULTS FROM APRIL TO DECEMBER 2016:



MGD NOT ONLY
ENJOYED AN
INCREASE IN
ENGAGEMENT WITH
THE YOUTH BUT ALSO
SAW NOTABLE
GROWTH ACROSS ALL
OF ITS SOCIAL MEDIA
PLATFORMS.

FACEBOOK

FOLLOWERS 4,033 REACH 183,498 (ORGANIC) REACH 2,816,966 (PROMOTED) INTERACTION 105,373

TWITTER

FOLLOWERS 3060
REACH 1,116,071
(ORGANIC)
REACH 398,983
(PROMOTED)
INTERACTION 14,708

INSTAGRAM

FOLLOWERS 499 REACH 14,708 INTERACTION 41,680



