



MGD SOCIAL MEDIA ENGAGEMENT CAMPAIGN

A CASE STUDY BY **STUDENT VILLAGE** 2017



A case study by Student Village 2017



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 ENGAGEMENT 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



TAKING MGD SOCIAL MEDIA TO THE NEXT LEVEL



Puma Select



Great Dane



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



Bjala Court Roof Top



Stones Melville



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 ENGAGING 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 CELEBRATED 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 NOSTALGIC MILLER MOMENTS INDICATING THE BRANDS ENTRENCHMENT IN THE YOUTH HIP HOP MARKET

INSTAGRAM POSTS FURTHER INCULCATED IMAGES OF BEAUTIFULLY PLACED PRODUCT SHOTS OF MILLER BEING 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



**FIND MORE CASE STUDIES @ WWW.STUDENTMARKETING.CO.ZA
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