

CLOVER FUTURELIFE CASE STUDY

USING INFLUENCER MARKETING TO REACH **3.1 MILLION** PEOPLE IN 4 DAYS FOR THE LAUNCH OF A NEW DRINK

This is how they did it:

WHY?

Clover and FutureLife needed to create brand awareness for their new SmartDrink by creating as much conversation as possible.

HOW?

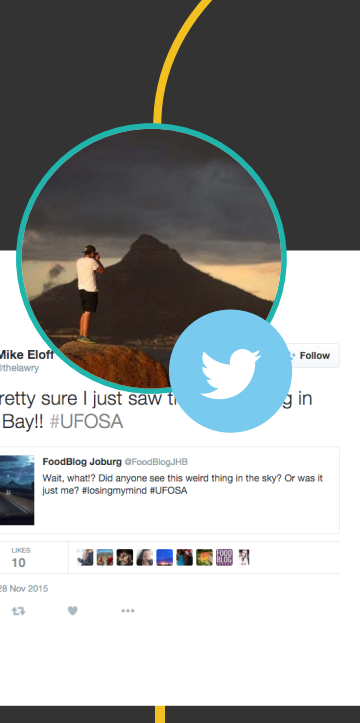


Influencers were briefed to share photo and video footage of a UFO spotted in Cape Town, Durban and Johannesburg using the hashtag.

#UFOSA

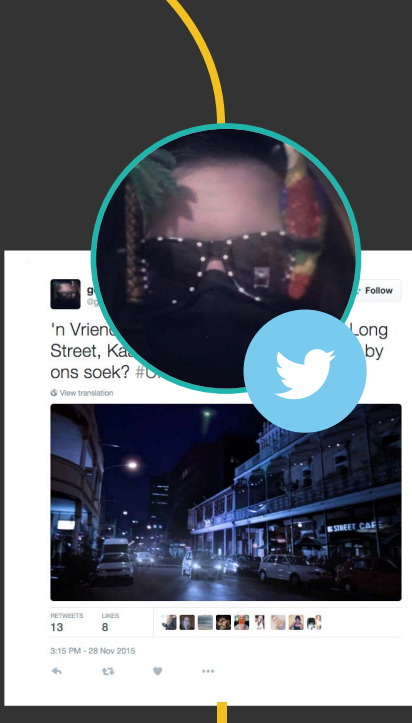


One influencer tweeted their "spotting." @Nick_Frost



@thelawry Retweeted.

2 more influencers shared and engaged with the original tweet.



@gevaalikdotcom Retweeted.



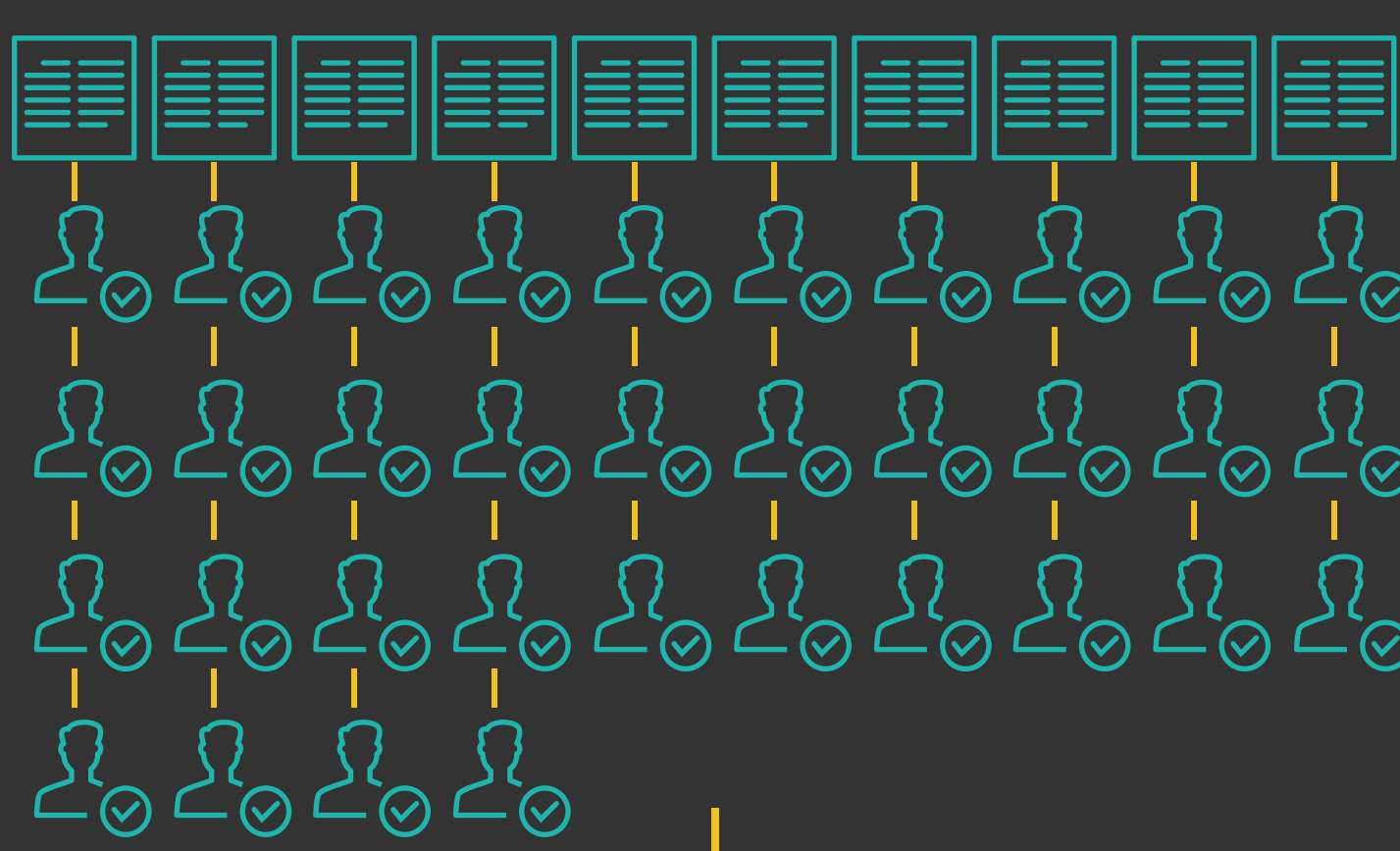
@DJ_Sabby Retweeted.

2 more Influencers selected for greater reach and credibility (Radio DJs, celebs, online publications) further engaged with the content.

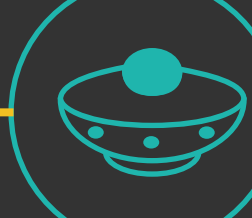


@FoodBlogJHB Retweeted.

10 pieces of original content were shared and engaged with by 34 influencers over 4 days.



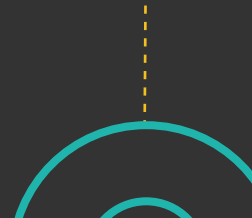
Within the first hour of the campaign going live #UFOSA was trending



By the third morning of the campaign, credible news publications and broadcast media had picked on the conversation and were reporting on the alleged "spottings."

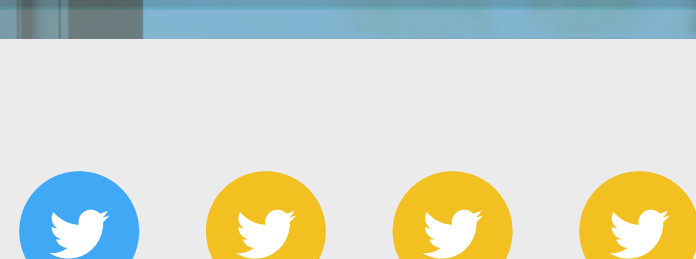
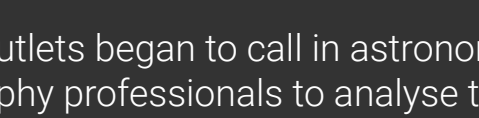


The hashtag went on to trend every day for 4 days.



???

News outlets began to call in astronomers and photography professionals to analyse the content.



3

Average number of Retweets for every Tweet

#UFOSA

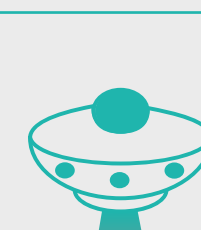
5206

Total number of tweets containing #UFOSA published



3 121 872

Total number of people reached by Influencers



18 356 949

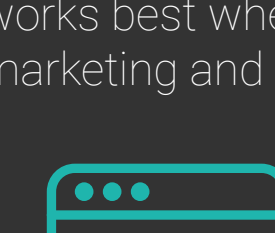
Total number of impressions

WHAT WE LEARNT:

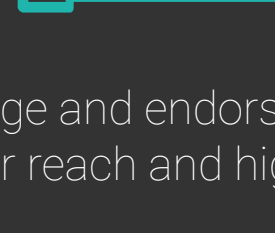
1. Influencers are the best means to spark a conversation online.



2. Influencer marketing works best when utilised in conjunction with a strong marketing and digital strategy.



3. By using influencers to engage and endorse each other's content, brands can gain greater reach and higher resonance.



4. The audience is far more likely to listen to an influencer over other noise online.

