

# Bud Light + #HASHOFF Used Micro-Influencers to Create Authentic Super Bowl Buzz

#HASHOFF helped Bud Light drive 1M brand engagements and 5X engagement rates vs. influencer industry average

## GOAL

### SPREAD THE WORD ABOUT “GHOST SPUDS” SUPER BOWL AD

Bud Light, the Official Beer of the NFL, wanted to amplify the reach and awareness of its Super Bowl ad, “Ghost Spuds,” in authentic, contextually relevant social environments. The ad coincided with the 30th anniversary of Spuds’ first appearance in Bud Light’s Super Bowl XXI spot, in 1987. Bud Light once again leveraged #HASHOFF as its influencer marketing partner because of its industry-leading technology, scale and ability to execute in near real-time.

## STRATEGY

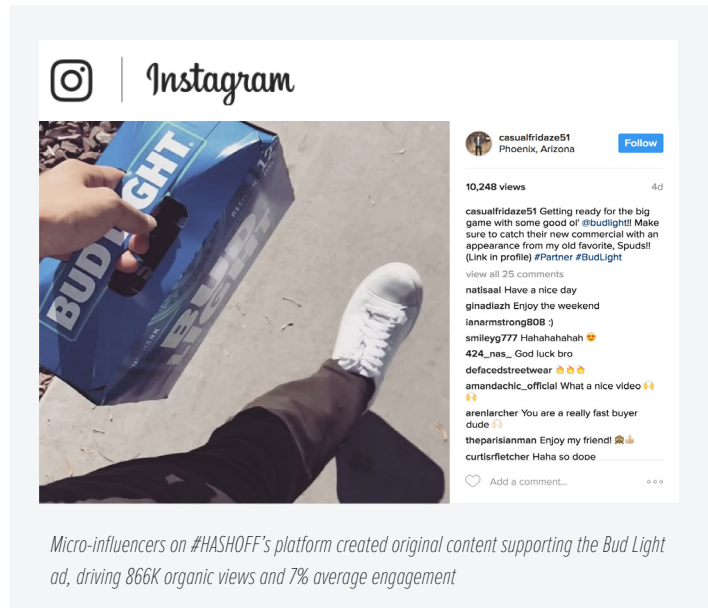
### LEVERAGE MICRO-INFLUENCERS TO SPREAD THE WORD AUTHENTICALLY

On the Friday morning before the Super Bowl, #HASHOFF used proprietary data, including past campaign performance and algorithms that combine keywords, search terms and hashtags, to identify 20 micro-influencers on Facebook and Instagram who could amplify Bud Light’s message authentically and effectively. #HASHOFF engaged these micro-influencers in real time, directly via its platform. Micro-influencers began incorporating Bud Light into their organic posts within hours of signing on to participate in the campaign.

## RESULTS

### #HASHOFF DROVE HUGE ORGANIC ENGAGEMENT

Over the course of the three-day campaign, #HASHOFF’s micro-influencers incorporated Bud Light in 40 organic posts across Facebook and Instagram, generating huge engagement and earned video views —the brand’s two primary KPIs:



Micro-influencers on #HASHOFF’s platform created original content supporting the Bud Light ad, driving 866K organic views and 7% average engagement

**7%**  
 AVERAGE  
 ENGAGEMENT RATE  
 5X industry benchmarks¹

**866K**  
 ORGANIC  
 VIDEO VIEWS  
 2X brand goal

**3.4MM**  
 USERS  
 REACHED  
 2X brand goal