

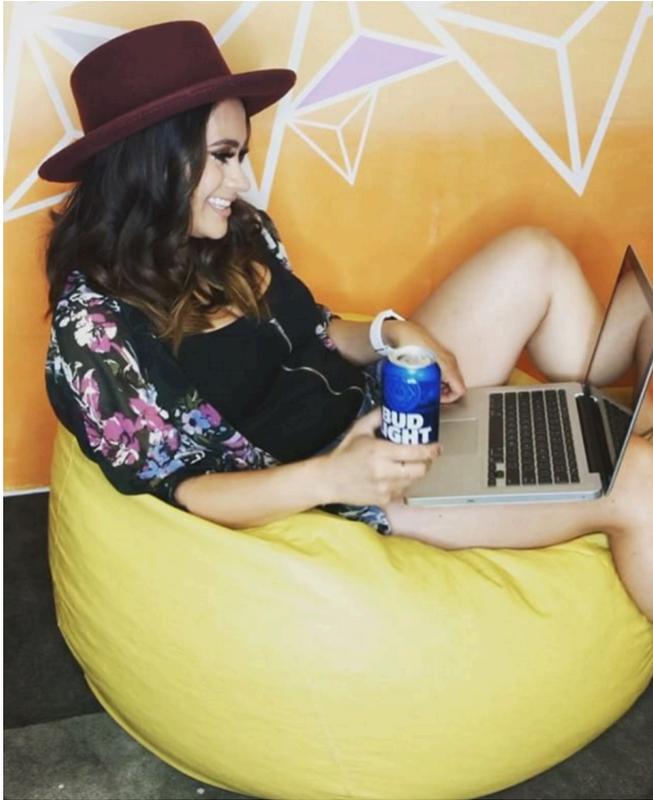


# HASHOFF

HARNESSING THE POWER OF SOCIAL INFLUENCERS

# #HASHOFF Case Studies

# Lady Gaga Dive Bar Tour presented by Bud Light



<http://bit.ly/2edTMHX>

Bud Light and Lady Gaga teamed up to create the ultimate dive bar concert experience. Goal being to capture the enthusiasm of her fan base live and also online while increasing consideration and intent for the brand. Influencers were selected based on affinities:

- # Lady Gaga super fans
- # Strong affinity for the Bud Light brand
- # Millennial audience
- # Historically high engagement rates

Program drove major brand KPI's like consideration and intent. Key stats include:

- # Over 1 million brand engagements
- # 90% positive brand sentiment
- # Over 250,000 Facebook Live session
- # Estimated reach of over 2 million consumers



# Stagecoach presented by Bud Light

As one of the presenting sponsors at Stagecoach 2016 Bud Light wanted to build the ultimate influencer fan experience. #HASHOFF identified three LA based influencers who desperately wanted to attend Stagecoach, Bud Light made that a reality

Influencers were selected based on their affinities for the following:

- #Artists performing at the event
- #Previous expression of affinity for the Bud Light brand
- #Based in Los Angeles
- #Millennial, music and entertainment audience

Campaign successfully resulted in over-delivery against campaign metrics

- # Reach of over 1 million consumers
- # Real-time content creation
- # Over 150,000 brand engagements



<http://bit.ly/2ezYTDc>



xeniaoverdose  
Indio Hills, Califor...

Following

11.1k likes

22w

xeniaoverdose SOOOO many good looking people it's ridiculous and the air glowed of alllll the good vibes! #stagechella #fromhiphoptocountry 🥰 @budlight #BudLightMusic #partner #stagecoach

view all 66 comments

marieluku Traum 😍😍

rana\_dq @fatememq @homaag

ingfahb\_is\_a\_penguin @ddaowprivatelife dress like dis dun lhuang

ddaowprivatelife Yeahhh @ingfahb\_is\_a\_penguin

euelisouza great great and great 🌟❤️

tumblrroot\_apparel So cute!

celinevuu Look at the caption @victoria.couvas

xaselen GOALS @ceydaicen

♡ Add a comment...



# Flying Bach Tour hosted by Live Nation



<http://bit.ly/2edXQYx>

 gabbyj david  
15.7k likes  
215k views  
Following  
2w

gabbyj david When you're a good lil ballerina but that hood life calls ur name 🙄  
But really @redbull's #FlyingBach Tour is an amazing show fusing beautiful classical music with amazing break dancing and so much more! For more information visit these links: <http://livemu.sc/RedBull> <https://youtu.be/z-QkgC0R-ok> the FlyingBach Tour will be stopping in Baltimore & DC, get tickets now! 🙌🥰  
#flyingbach #livenation #redbull #sponsored

view all 678 comments  
belladaniela @sandr0\_c  
phoebster\_22 @phoebepalmyra  
organicalbotanical She does that move u always do at the end of this vid lol reminded me of u! 🥰🥰🥰 @jadesky44  
coldieelockz i wanna shuffle like her 🥰

♡ Add a comment... ○○○

#HASHOFF was asked by Live Nation to source and activate the largest super fans to create buzz, awareness and participation in the Flying Bach tour

Influencers were selected based on their affinities for the following:

- #Artists performing at the event
- #Previous expression of affinity for the the artist, Flying Bach
- #Based in DMA's tour was performing
- #Millennial, music and entertainment audience

Primary brand KPI's included:

- # Reach of over 1.5 million consumers
- # Original video produced by influencers
- # Over 350,000 brand engagements
- # Organic buzz for upcoming tour stops



# GameStop 2015 Star Wars Promotion

GameStop was looking to create authentic buzz and awareness for its 2015 holiday promotion for various game titles and collectibles.

Influencers were selected based on their affinities for the following:

- #Millennial Mom's with kids
- #Previous expression of affinity for the video games, Star Wars, GameStop
- #Content created around gift giving, movies, DVD's, games & entertainment
- #Highly engaged communities of Mom's

Campaign successfully resulted in over-delivery against campaign metrics

- # Reach of over 2.5 million consumers
- # Total engagement rate over 10%
- # Over 450,000 brand engagements



<http://bit.ly/2fhX0jx>



# Universal Pictures Theatrical Release - *Unfriended*

#HASHOFF was used to build buzz at SXSW and drive #horror fans to engage the feature *Unfriended*. Leveraging Twitter for @replies to super fans and original content on Instagram we were able to capture frequent movie goer's enthusiasm for screenings and opening weekend

Leveraging these two tactics we drove significant engagement for the film  
#Engaged over 1,000 influencers  
#Drive thousands of fan engagements  
#Reached over 5 million #horror fans

78.3% of Tweets were Re-tweeted, Replied to or Favorited



<http://bit.ly/2e2hV96>



# TWD & FTWD Exclusive ComicCon Content



@LiterallyAIM Don't miss #TheWalkingDeadSDCC first look at the Season 6 Trailer tomorrow!  
[bit.ly/AMCSDCC](http://bit.ly/AMCSDCC)



RETWEETS 177 LIKES 346



<http://bit.ly/2enLhxo>

AMC asked #HASHOFF to turn an exclusive clip into a viral sensation for the upcoming premier of TWD and FTWD. By tapping into a rabid based of fan communities on Twitter and YouTube we were able to efficiently drive fan engagement and video views reaching over 5 million consumers

Through @replies to super fan communities on Twitter and fan engagement on YouTube we delivered over 8 million video views

This strategy allowed us to engage over 2,000 fan communities  
#8 million + video views  
#Average fan community size of 85,000  
#Reach of over 5 million consumers

100% of Tweets were Re-tweeted, Replied to or Favorited





# HASHOFF

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