

8.15.17

Lime-A-Rita, from Bud Light

Summer 2017 Influencer Campaign

STEVE MCKNIGHT

AVA FRIEDMANN





AGENDA

1. CAMPAIGN OVERVIEW
2. CAMPAIGN RESONANCE
3. TAKEAWAYS



Campaign Overview



HYPOTHESIS

influencer campaigns supported with
paid media increase brand equity

Campaign Set Up

1

**HASHOFF IDENTIFIED
KEY INFLUENCERS TO
ALIGN WITH RITAS
TARGET DEMO**

2

**INFLUENCERS
GRANTED FMP
ACCESS TO PROMOTE
CONTENT**

3

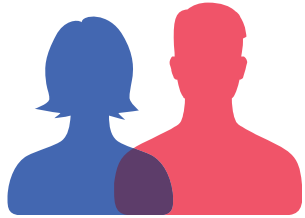
**CAMPAIGN RAN
ACROSS 3
INFLUENCER
HANDLES ON IG ONLY**

4

**CAMPAIGN RESULTS
WERE MEASURED
WITH FB POLLING TO
CAPTURE LIFT**

Campaign Details

\$300K investment ran across 3 influencer handles June 5-July 16



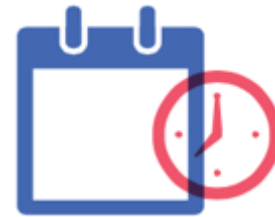
REACH

8.57M



3-SECOND VIDEO VIEW RATE

29.0%



FREQUENCY

6.82



IMPRESSIONS

58.4M

Top Ads by Reach



Spend	\$64,791	\$60,132	\$21,683
Reach	5,776,681	4,263,963	3,136,174
Frequency	2.28	2.71	1.41
Views	-	4,471,237	-



Campaign Resonance

Facebook Brand Lift

Polling Methodology

1

Ads displayed to
Facebook users

2

Randomized control
groups are generated

3

Polls served to
control and exposed
group

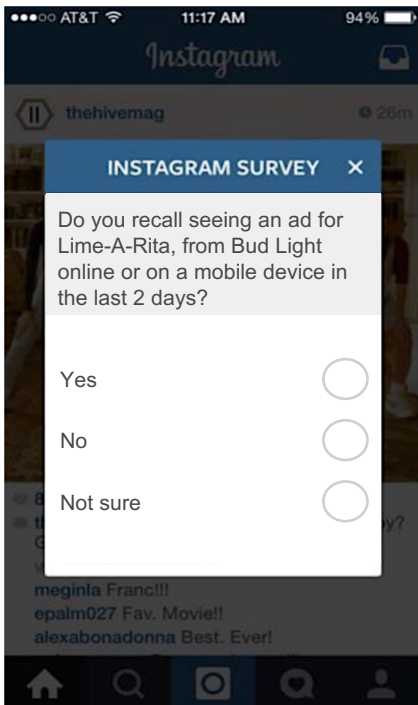
4

Results analyzed to
measure lift in key
brand metrics



Questions We Asked

Ad recall



Instagram Survey

Do you recall seeing an ad for Lime-A-Rita, from Bud Light online or on a mobile device in the last 2 days?

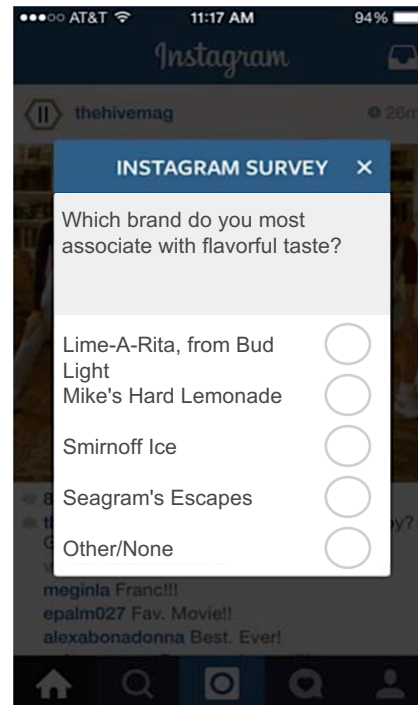
Yes ☐

No ☐

Not sure ☐

The survey is displayed as a white modal over the Instagram app. The background shows the 'thehivemag' profile page with a post from 'meginla Franc!!!' and comments from 'epalm027' and 'alexabonadonna'.

Message association



Instagram Survey

Which brand do you most associate with flavorful taste?

Lime-A-Rita, from Bud Light ☐

Mike's Hard Lemonade ☐

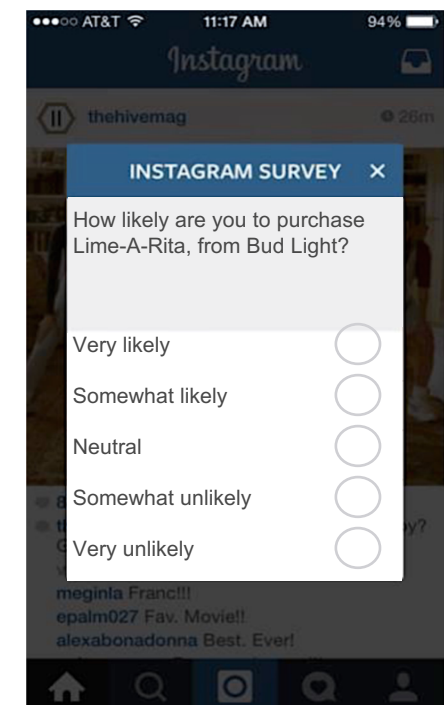
Smirnoff Ice ☐

Seagram's Escapes ☐

Other/None ☐

The survey is displayed as a white modal over the Instagram app. The background shows the 'thehivemag' profile page with a post from 'meginla Franc!!!' and comments from 'epalm027' and 'alexabonadonna'.

Action intent



Instagram Survey

How likely are you to purchase Lime-A-Rita, from Bud Light?

Very likely ☐

Somewhat likely ☐

Neutral ☐

Somewhat unlikely ☐

Very unlikely ☐

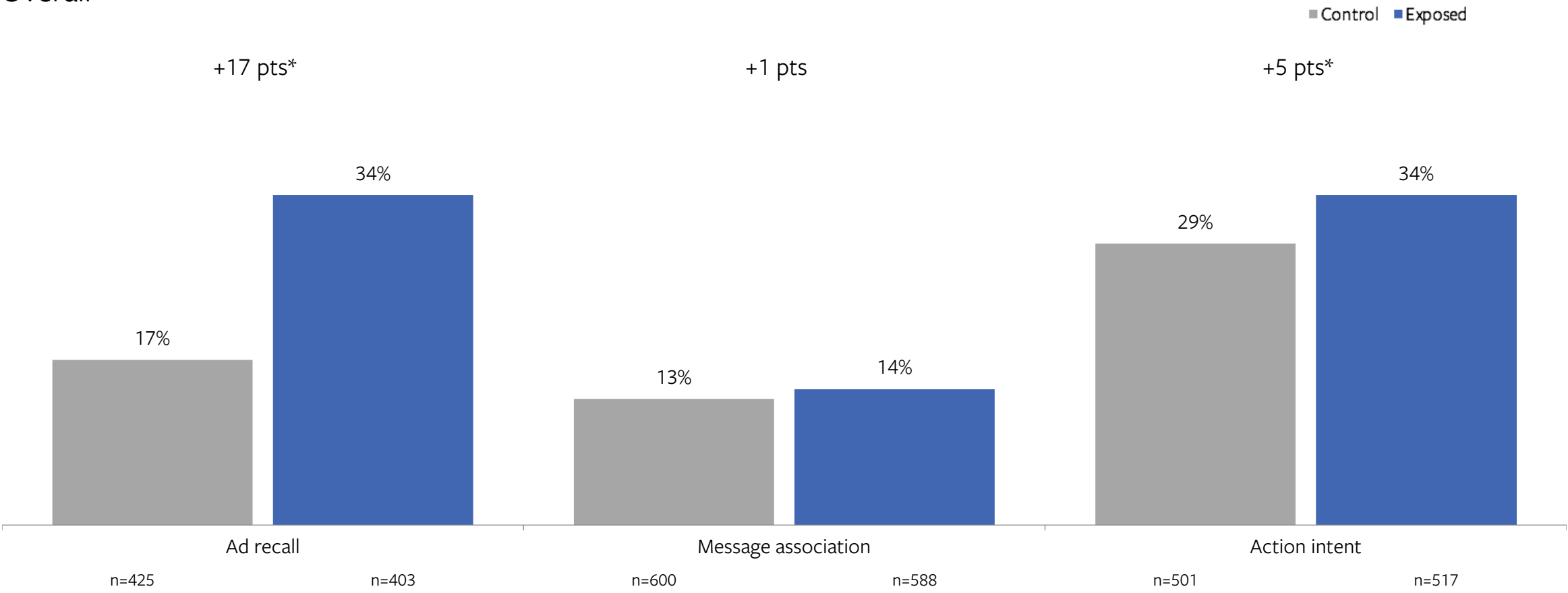
The survey is displayed as a white modal over the Instagram app. The background shows the 'thehivemag' profile page with a post from 'meginla Franc!!!' and comments from 'epalm027' and 'alexabonadonna'.

Campaign period: 6/05/17 to 7/16/17

Polling period: 6/5/17 to 7/18/17

The campaign succeeded in moving ad recall and intent to purchase Lime-A-Rita at the overall level

Overall



Question 1 : Do you recall seeing an ad for Lime-A-Rita, from Bud Light online or on a mobile device in the last 2 days?

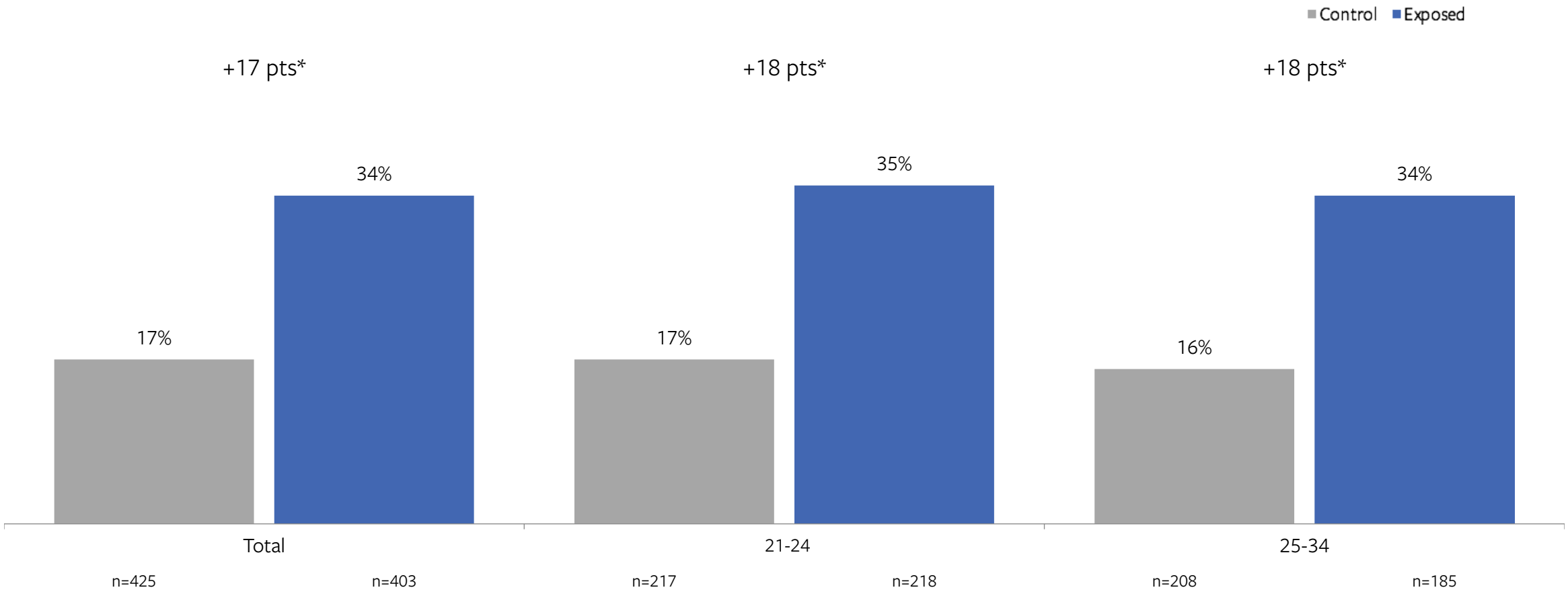
Question 2: Which brand do you most associate with flavorful taste?

Question 3: How likely are you to purchase Lime-A-Rita, from Bud Light?

*Statistically significant result at 90% level △Statistically significant result at 80% level

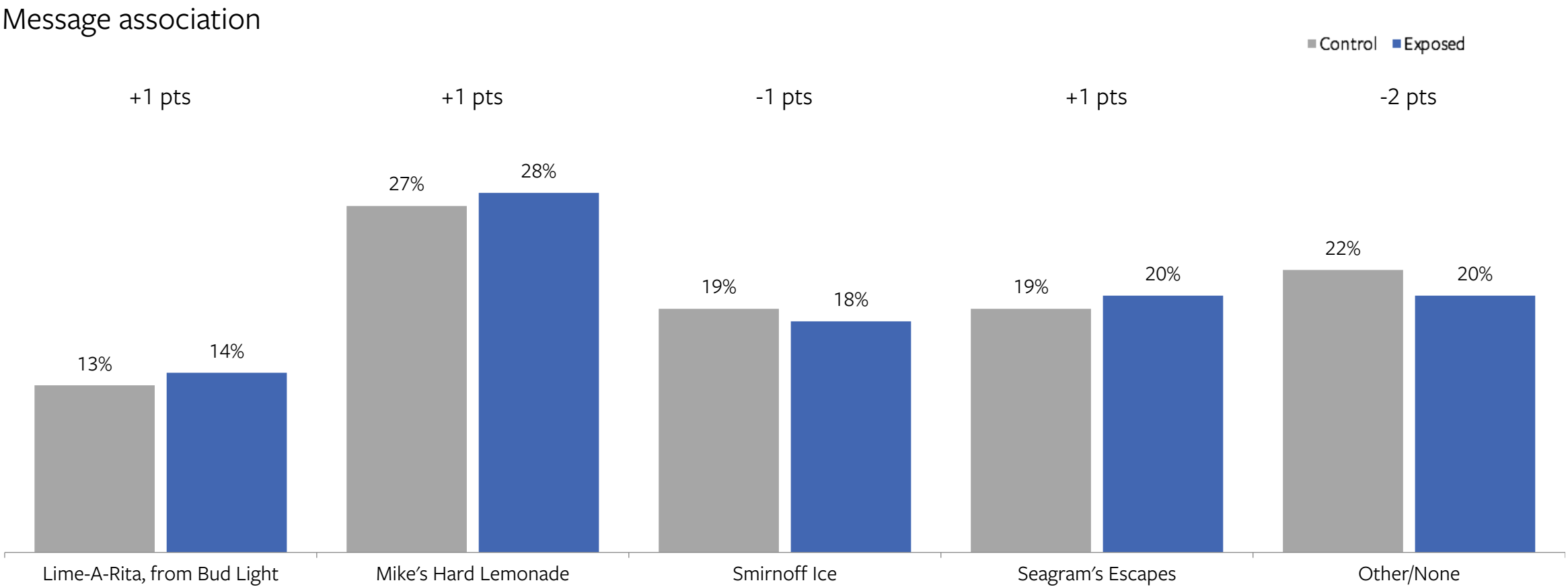
Ad recall movement was seen across the board

Ad recall



Question : Do you recall seeing an ad for Lime-A-Rita, from Bud Light online or on a mobile device in the last 2 days?
*Statistically significant result at 90% level △Statistically significant result at 80% level

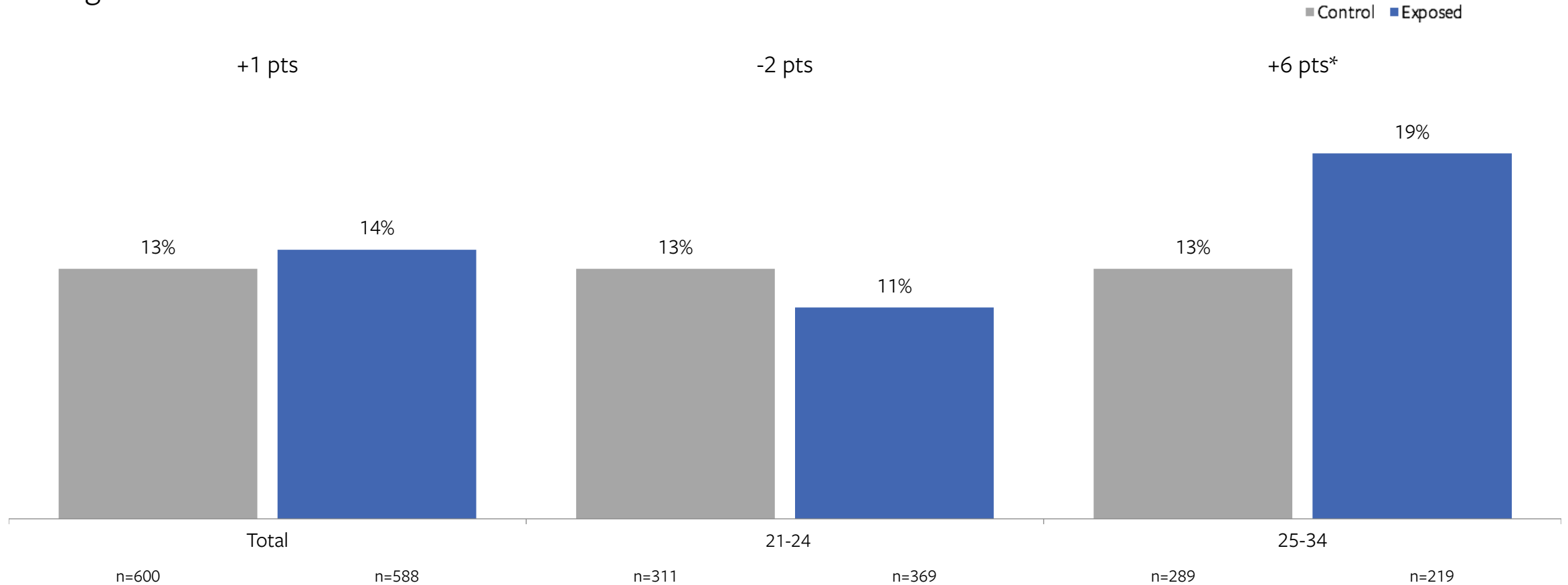
Association of Lime-A-Rita with flavorful taste remained stable



Question : Which brand do you most associate with flavorful taste?
Base: Control (n=600), Exposed (n=588)
*Statistically significant result at 90% level △Statistically significant result at 80% level

However, a lift was seen among 25-34s

Message association

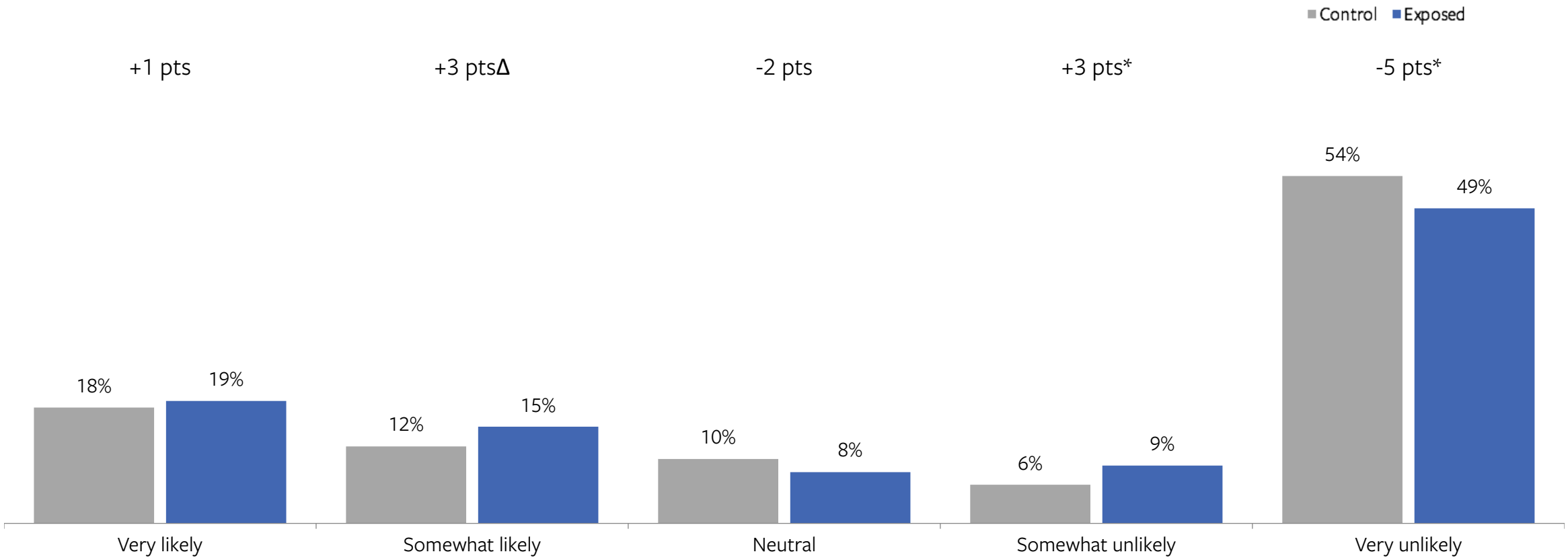


Question : Which brand do you most associate with flavorful taste?

*Statistically significant result at 90% level △Statistically significant result at 80% level

A shift at 80% significance level was seen among audience who were somewhat likely to purchase Lime-A-Rita

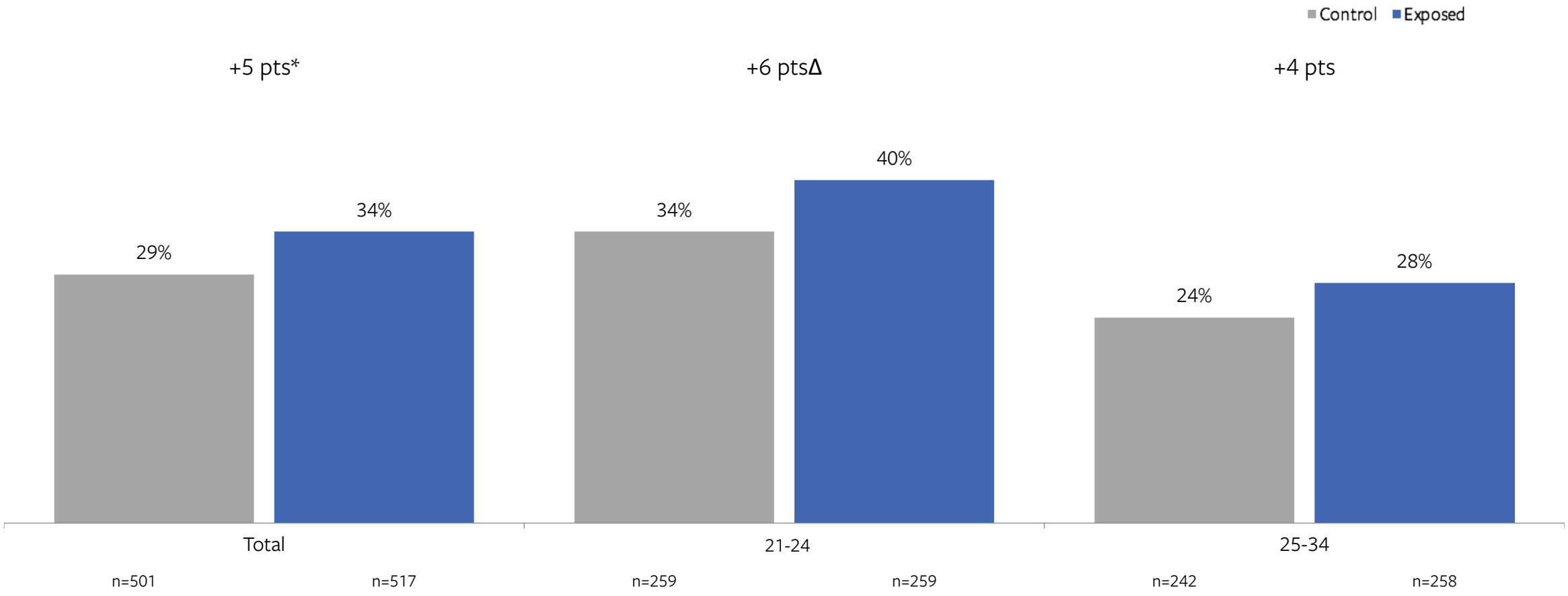
Action intent



Question : How likely are you to purchase Lime-A-Rita, from Bud Light?
Base: Control (n=501), Exposed (n=517)
*Statistically significant result at 90% level ΔStatistically significant result at 80% level

Similarly, a shift at 80% significance level was seen among 21-24s


Action intent



Question : How likely are you to purchase Lime-A-Rita, from Bud Light?
*Statistically significant result at 90% level ΔStatistically significant result at 80% level



Conclusions



TAKEAWAYS

- 1. SUPPORTING INFLUENCER CAMPAIGNS WITH ADVERTISING BUDGETS DRIVES INCREASED IMPACT.**

It ensures reach and precision that organic campaigns can't offer.

- 2. APPLYING MEDIA & CREATIVE BEST PRACTICES TO INFLUENCER CAMPAIGNS WORKS...**

...but it would be beneficial to test nuanced strategies for these campaigns.

- 3. INFLUENCERS SHOULD STAY TRUE TO THEIR VOICE SO CAMPAIGNS DON'T FEEL FORCED.**

The sponsored campaign should be an extension of the influencer's online presence.

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Thank you

facebook

