



CASE STUDY

**AQUAFINA ELITE MODEL LOOK
SOCIAL PR CAMPAIGN**

BRIEF

TO FAMILIARIZE THE TARGET AUDIENCE WITH AQUAFINA ELITE MODEL LOOK 2015 ON SOCIAL MEDIA. PROVIDE COVERAGE FOR, CURATE AND PROMOTE THE AEML FINALE EVENT ON SOCIAL. GENERATE ENGAGEMENT AND CONVERSATIONS BETWEEN THE AQUAFINA BRAND AND ITS TARGET AUDIENCE ONLINE. THEN POSITION AQUAFINA AS A PURE STYLE, BEAUTY-CONSCIOUS AND FASHIONABLE BRAND ONLINE.

STRATEGY

- **DEVELOP, CREATE AND DEPLOY INSPIRING AND SHARABLE STORIES OF PAST AEML WINNERS AND CURRENT CONTESTANTS TO IGNITE PUBLIC INTEREST, AND SPARK CONVERSATION.**
- **DRAW IN A WIDER AUDIENCE BY CELEBRATING THE ‘UNFILTERED, NATURAL AND PURE BEAUTY OF THE NIGERIAN FACE’ USING AUDIENCE PARTICIPATION TO DRIVE CONVERSATIONS AROUND THE AQUAFINA ELITE MODEL LOOK, AND ULTIMATELY THE AQUAFINA BRAND.**

INNOVATION AND CREATIVITY

#AQUAFINAMODELLOOK2015

THIS WAS EMPLOYED TO EXPLAIN THE UNFILTERED, NATURAL AND PURE BEAUTY OF THE NIGERIAN FACE, THEREBY POSITIONING AQUAFINA AS A PURE STYLE & BEAUTY-CONSCIOUS AND FASHIONABLE BRAND ONLINE.

IMPLEMENTATION AND DESIGN, PRODUCTION, LOGISTICS AND SUPPORT TEAMS

THE EVENT

'STORY TELLING'

WE ACHIEVED THIS BY TELLING INSPIRING STORIES OF ONE OR TWO PAST WINNERS TO SET THE TONE FOR EML 2015 FINALE.

THERE WERE LIVE SOCIAL FEEDS FROM THE EVENT BY TOP NIGERIAN FASHION INFLUENCERS/BLOGGERS WITH SUPPORT FROM OUR ARMY OF INFLUENCERS.

THERE WAS ALSO REAL TIME MICRO BLOGGING OF EVENTS ACTIVITIES, SUCH AS RED CARPET PHOTOS, RUNWAY PHOTOS, PERFORMANCES AND SPECIAL APPEARANCES.

LOGISTICS AND SUPPORT TEAM FACTS

- AGENCY STAFF WAS ON GROUND TO GATHER CONTENT FOR SOCIAL AND DEVELOP POST-EVENT STORIES.
- A TEAM OF SOCIAL MEDIA INFLUENCERS WAS ALSO ON GROUND TO FURTHER DRIVE CONVERSATION ABOUT THE EVENT VIA LIVE TWEETS, IG POSTS AND PHOTOS.

POST-EVENT

- **STORIES AND PHOTOS FROM THE EVENT WERE USED TO GENERATE INSPIRING AND FUN CONTENT THAT WERE SHARED ON MAJOR BLOGS, AND OTHER DIGITAL PLATFORMS.**



RESULTS AFTER TWO WEEKS

- **58,421,965** SOCIAL MEDIA IMPRESSIONS
- **3.9 MILLION** PEOPLE REACHED
- **OVER 190** ONLINE MENTIONS

BUDGET AND COST EFFECTIVENESS

An aerial, high-angle photograph of a very busy city street, likely in a developing country. The street is filled with a dense flow of vehicles, including cars, vans, and motorcycles. Pedestrians are seen walking along the sidewalks and crossing the street. The buildings lining the street are multi-story and appear to be commercial or residential. The overall scene conveys a sense of intense urban activity and congestion.

- BUDGET CONFIDENTIAL