

Filli Studios .

INSTAGRAM ADVERTISING AGENCY





Case Study: This One's For

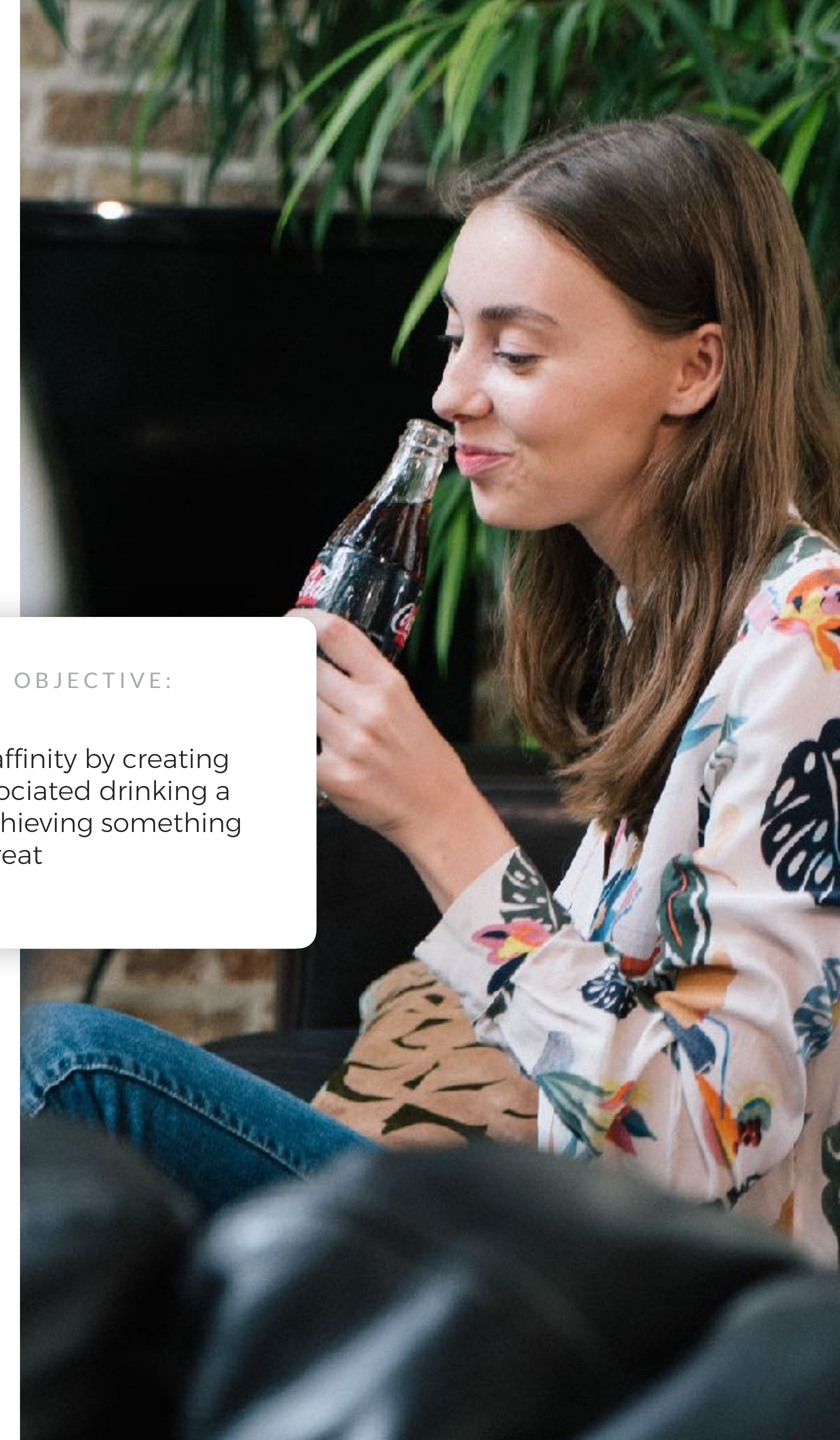
- CONTENT
- INFLUENCER

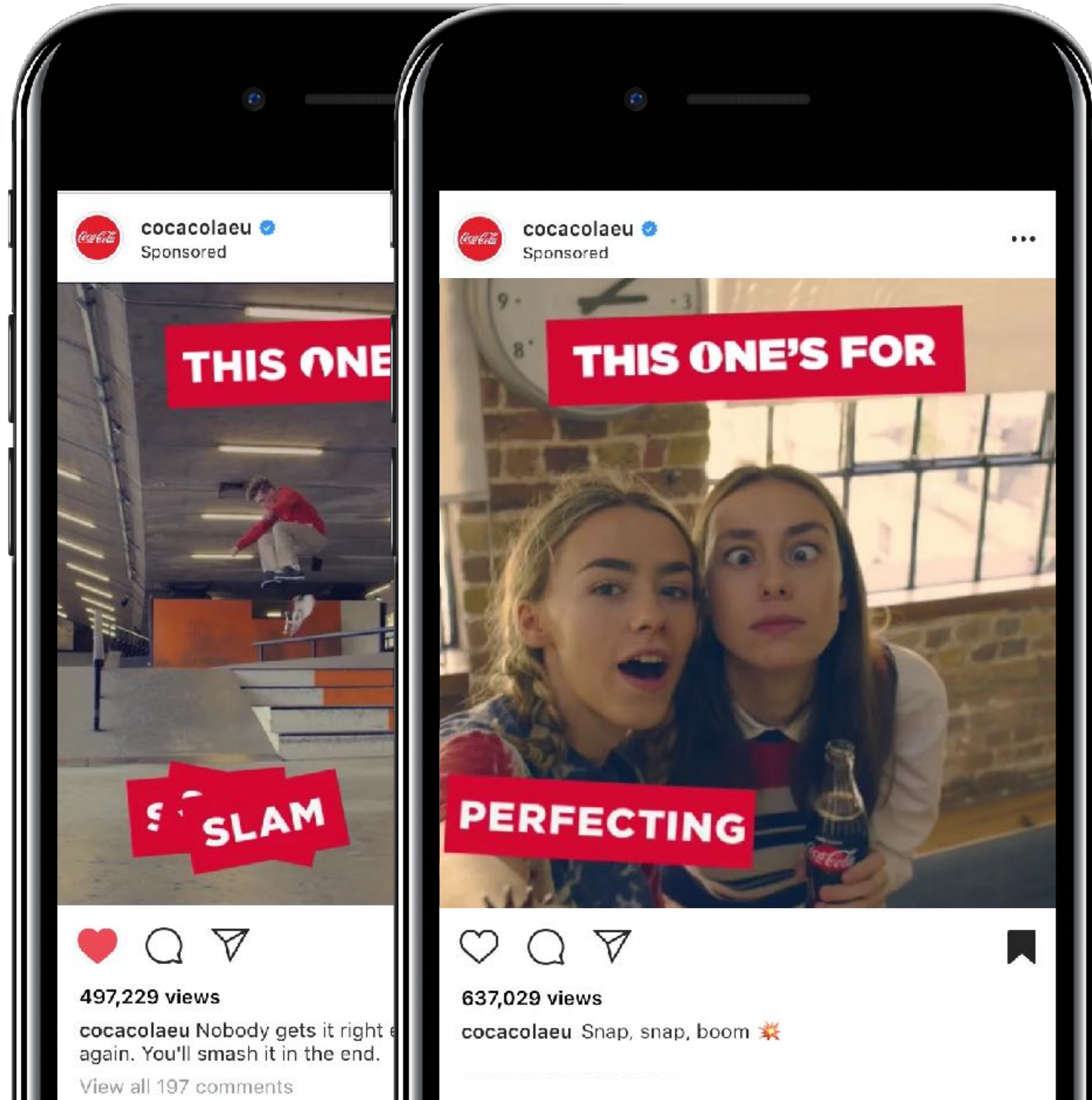
Coca Cola is a publicly traded carbonated drinks company that has an annual turnover of over \$35 Billion Dollars.

We were tasked with [creating paid media video content that featured a micro-influencer](#) in collaboration with Ogilvy & Mather that Coca Cola could use across their multi million pound paid media purchase across Facebook, Snapchat, Instagram and Youtube during Q3 and Q4 of 2017.

MARKETING OBJECTIVE:

Increase brand affinity by creating content that associated drinking a coca cola with achieving something great





Our Solution:

COLLABORATE

- We created 12, 15' paid media assets that featured an influencer doing streetart, skateboarding, comedy, beatboxing, gaming, football, lifestyle and fashion based activity.
- We sourced over 400 Influencers using out tech that Ogilvy & Mather shortlisted to 7.
- The influencers also posted content on their own social feeds to boost awareness from their channel.



Results:

24%

Increase in sentiment during campaign window across content relative to last year.

3M+

Monthly video views on paid media assets.

120,000+

Reach on Influencer posts.

Get in touch.

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