Clockwork Media South Africa

Powered by webfluential



509 views Be marcialovesit We absolutely love deconsolglass new TVC for its powerful message on memories and the ways in which we preserve them. Which memory means the most to you? #TheBeatThingsComeinGlass #consolglass #glass #memories marcialovesit All my rubber collections jaxshakethetree aaaah remember that my sis still has hers

marcialovesit

C Add a comment

consolglass Yay! Thanks for showing love, Marcial We love celebrating these beautiful moments

Consol Case Study

The main objective of this campaign was to put the spotlight on Consol's new TV commercial which focuses on "The Best Things Come In Glass". The ad is a heartfelt advert that focuses on memories, exploring objects and experiences that hold sentimental value.

nele Christopher

.@Consol_Glass is all about creating memories. Tell me your favorite memory, and you could stand

a chance to make a new one and WIN! #Spor

2 10 11 10 10 10 10 10 10 10 10

Shan Vijendranath

▲ Consol Glass

4.2

2,7 07

19 20

How cute is the @consol_glass TVC? Makes me think of all my childhood park play dates - any

favourite childhood memories you can think of?

This is how Clockwork Media did it

Five influencers were selected to create and collaborate on brand content. In addition, each influencer was featured in a video that was produced in the same style as the TV commercial.

Driving audience engagement through a competition element. Each influencer was encouraged to share the campaign content as well encourage their audiences to share their own special memories. One winner would be selected per influencer, and would be given the opportunity to create their own best moments.

Insights







Custom content created by the influencers performed better than content supplied by the brand: Eg: The TVC snippets that were used. Custom video content performed the best on Instagram and Facebook Stills from the videos used as content proved to perform better than some of the content created by the influencers – showing that "professional" looking posts worked better with their audience for their social platforms.

webfluential



https://webfluential.com/