

Burn Energy Drink

MMA CASE STUDY

Campaign Summary

Burn Energy Drink wanted to target young, socially connected consumers in Brazil. It launched a digital contest encouraging its audience to interact with the brand.

Strategy and Execution

Burn Energy Drink created a contest in order to increase its Facebook fans and product consumption with the young and “connected” target audience. It chose a mobile social media platform to encourage the target audience to easily interact and engage with the brand. A partnership with Opera Mini, the most popular web browser in Brazil, helped generate awareness.

The contest asked users to submit phrases describing how the night could be “set on fire,” a message strongly associated with Burn Energy Drink. The campaign was supported by coordinated Facebook, Twitter, and blog activity to maximize user interaction with the brand. A dedicated site, created for mobiles and tablets, was established to further enhance the user experience.

Results

During a one-month period, four million users interacted with the Burn Energy Drink brand and shared their experiences across their respective social networks. The contest attracted 200,000 unique page views and 19,766 participants. The program added 12,500 new Facebook fans to Burn Energy Drink’s page.

Source

“Concurso Cultural Acenda Sua Chama!” 2012 MMA Smarties Submission Use of Mobile Social Media. Brand: Burn Energy Drink. Lead Agency: Coca-Cola.