

HOUSE OF KAIZEN

Case Study / Social Media : Maltina



SOCIAL MEDIA MARKETING

Thousands of new fans recruited throughout the 60 day campaign.

To support the launch of Maltina Dance All, the first and largest family dance reality TV show in Africa, Maltina (the most popular malt drink in Nigeria) partnered with House of Kaizen to manage the social media strategy and tactics for the show.

THE CHALLENGE

Connect and activate brand enthusiasts as well as recruit prospects and contestants for the Dance All competition being aired on Nigerian Television Authority (NTA) and Digital Satellite Television (DSTV), amongst a host of other stations in Nigeria.

THE SOLUTION

Establish an accessible platform where fans and performers can converse and share information relating to the Dance All competition.

HOW WE DID IT

Our customer and market insight placed Facebook at the heart of the online communication - creating a series of Fan pages that allowed users to share and review information related to the competition and TV show.

To drive on-going engagement, we deployed a Facebook Quiz App which allowed users to identify, share and comment on the type of dancer they were.

The application extended the impact of the television show by leveraging video footage.

The Facebook social media activities were supported with rich media executions across Yahoo! Mail, MSN Instant Messenger and paid search activity across Google.



THE RESULTS

- 1,940 fans recruited throughout the 60 day campaign; average of 2.1 comments per user
- 12.6 million display ad impressions throughout the campaign
- 1.16% click through rate delivered from rich media expandable banners

WHY HOUSE OF KAIZEN

House of Kaizen understands online behavior. We have many years of experience channeling engagement towards online platforms. With widespread knowledge of the industry we were able to tactfully deliver Maltina a successful social media strategy.