



FUDGE

Scope of work

Tasked with attracting a 'different' audience to Fudge's current following, with a particular focus on sport, particularly football and cricket

What we did

Created a number of footballer 'playing cards' which visually portrayed how they looked with and without the product we were promoting

FUDGE

Results

In total, we generated 250,000 impressions from three tweets, and 25,000 views on the video

With a Cricket focus, our activity delivered over 100,000 impressions and 30,000 views on the video we produced

FUDGE X CRICKSHOUTS



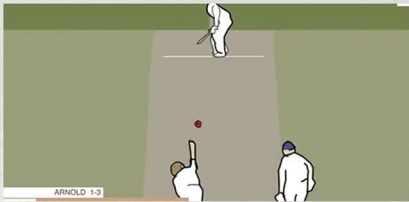
3
POSTS

582
COMPETITION ENTRIES

+550
FOLLOWERS CONVERTED

19,000
VIDEO VIEWS

90,909
IMPRESSIONS/REACH



CRICK SHOUTS


FUDGE X FOURFOURTWEET

4
Tweets sent

45
Competition entries

25,300
Hero asset views

250,000+
Combined tweet impressions



FOURFOURTWEET