



JOHNNIE WALKER NIGERIA SOCIAL MEDIA CAMPAIGN MANAGEMENT

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CSA led the Social Media Content management, ideation & creation for Johnnie Walker Nigeria. During the global launch of the #JoyWillTakeYouFurther campaign – JW Nigeria also announced the appointment of Don Jazzy – producer and CEO of Mavins Records as the Joy Ambassador for the Campaign. The #JoyWillTakeYouFurther campaign kicked off world wide with Nigeria as the leading market for posts, impressions and engagements on both Twitter and Instagram.



#JOYWILLTAKEYOUFURTHER >> 17 SEPT '15 – 28 OCT '15

TASK:

CSA has managed the Social Media content management and ideation as well as community engagement for JW Nigeria through the duration of the global campaign.

4.6K MENTIONS
BY 3175 USERS

72.6M POTENTIAL
REACH

90.8M POTENTIAL
IMPRESSIONS

46% CROSS CHANNEL
FAN GROWTH INCREASE %

5.7K ORGANIC CROSS CHANNEL
FAN GROWTH

148% ENGAGEMENT RATE ON HASHTAG
*AVERAGE ENGAGEMENT ON SOCIAL
MEDIA IS USUALLY 50%*