



Bimbo Mexico and #LosVisitantes take control of conversation on Twitter

With the creation of the online series “Los Visitantes”, the brand caught the interest of soccer fans during the most important football season.

How does a CPG brand assume an active role in conversations about the world’s most important soccer event without being an official sponsor?



RESULTS

5,8M

impression with the
Promoted Trend
#LosVisitantes

227K

impressions of the
associated Tweet

19.346

new followers of the
Promoted Account
@SoyBimboNito

TV CONVERSATION TARGETING



The Tweets that used TV conversation targeting had between **4-6%** engagement rate, **2x higher than the benchmark of the country**. Some Tweets reached an engagement rate of 10%, meaning five more times than the benchmark.



The amount of followers reached accounted for more than double the average for Mexico. A 10% of the global visits to “Los Visitantes” chapters came from Twitter.

THE BRAND

Born in 1945, **Grupo Bimbo** produces, distributes and commercializes nearly 10,000 products, including packaged bread, home-style pastries, cookies, candies, chocolates, sweet and savory snacks, packaged corn tortillas and toasted bread, among others. The Group include more than 100 prestigious brands such as Bimbo, Marinela, Milpa Real, Tía Rosa, Oroweat, Entenmann's, Thomas', Boboli, Mrs. Baird's, Barcel, Ricolino, Coronado, La Corona, Pastelerías El Globo, Suandy, among many others.



CHALLENGE

During the most important sporting event in the world in 2014, Bimbo identified a unique opportunity to boost its account @SoyBimboNito with two purposes: differentiate itself among the Mexican soccer team sponsors and entertain the Twitter audience.





SOLUTION

In this context, @SoyBimboNito developed an online series called 'Los Visitantes' in which five fictitious Mexican players traveled to different countries to confront those who would be their opponents in this year's biggest soccer tournament. With a unique humorous tone, the series achieved impact through Twitter's Promoted Products: the videos were shared through the account @SoyBimboNito with Promoted Tweets; the hashtag **#LosVisitantes** was boosted by a Promoted Trend; and additionally the brand promoted its handle through a Promoted Account targeted by handles and interests like music, movies, games, sports, among others.

Promoted Tweets used **TV conversation targeting**, choosing the most popular TV shows in the country, to maximize reach.

Moreover, the brand used a **Website Card** that allowed it to drive traffic to its official website where users could watch every single episode of 'Los Visitantes.'





KEYS TO SUCCESS

#01

HIGHLIGHT YOUR WEBSITE CONTENT IN THE USERS' TIMELINE WITH A WEBSITE CARD

In order to drive more traffic to its website, @SoyBimboNito used a Website Card to connect the Mexican audience with the series 'Los Visitantes'.

#02

REACH BEYOND YOUR TV ADS

Users who watch TV in Mexico are increasingly connected to the Internet through different devices. In this sense, TV conversation targeting was very important for #LosVisitantes because it let @SoyBimboNito target the TV shows they wanted to reach and connect with the correct audience.

#03

ORGANIZE THE CONVERSATION WITH A SIMPLE HASHTAG

@SoyBimboNito drove mass awareness and engagement with its campaign by using the Promoted Trend #LosVisitantes. All campaign Tweets included the hashtag, which was simple and easy to remember. This clear and consistent call to action made it easy for users to get involved.





TESTIMONIAL



“En la campaña Los Visitantes, Bimbo demostró que ante medios masivos de comunicación saturados, los nuevos formatos de pauta digital precedidos de un contenido adecuado de calidad y ligado a un evento de semejante talla, generan vínculos emocionales con los consumidores. De esta manera, además de contar con un cariño especial hacia la marca, encuentran coherencia entre lo que buscan, comentan y consumen en Twitter y en las diferentes plataformas que conforman el entorno digital de Bimbo en México”.

.....
Guillermo Mauricio Guerrero Rojas

Digital Manager

Bimbo S.A.
.....

SOCIOS ESTRATÉGICOS



.....
@SoyBimboNito contó con la participación de Havas Media @HavasMediaMEX para el desarrollo de su campaña #LosVisitantes.
.....

Contact us to learn more about the possibilities
that Twitter offers for your business.

 @IMSCorp | twitter@imssocial.com

www.imscorporate.com