



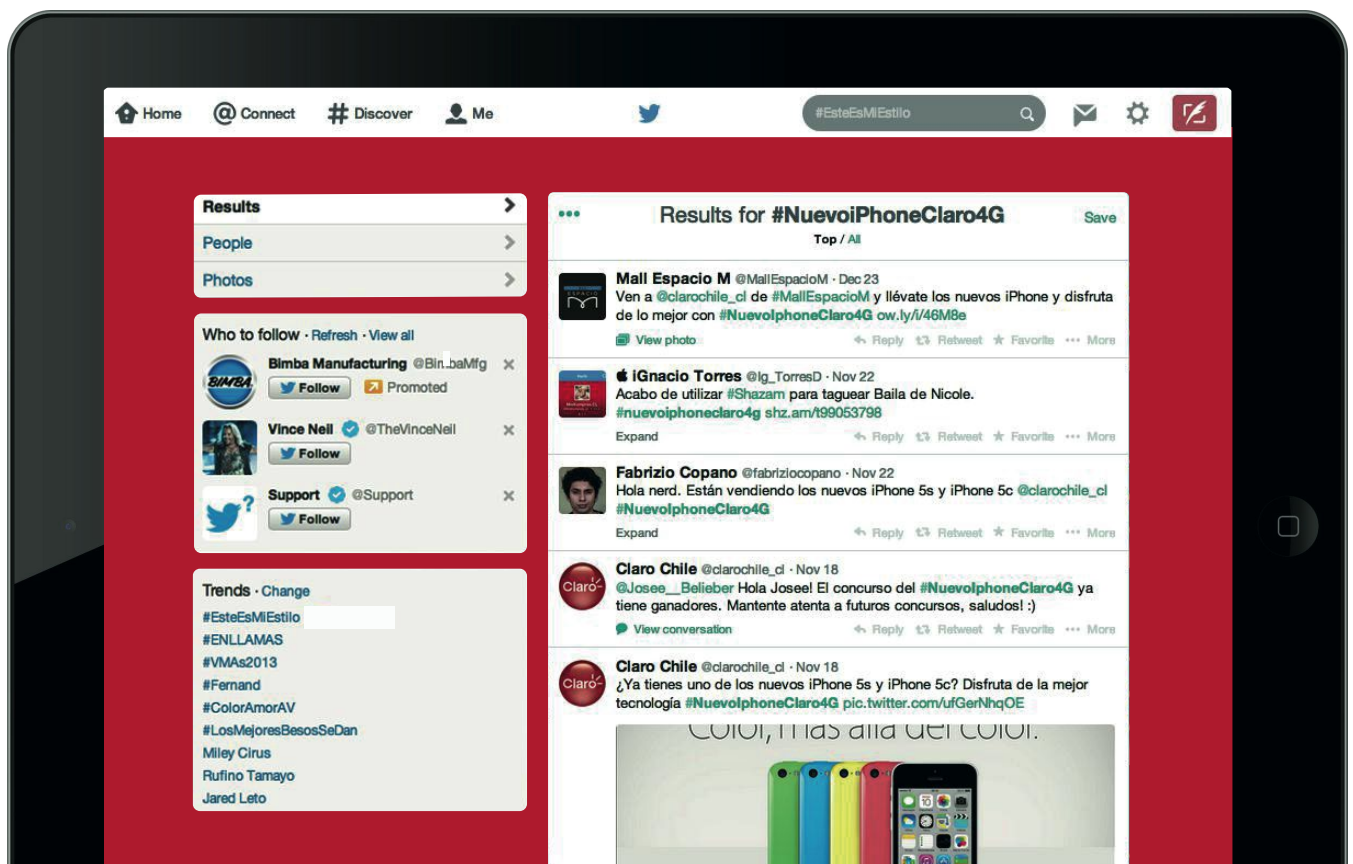
Sólo en Claro con 4GLTE



## Claro Chile increase its visibility on Twitter throughout a special and attractive contest for the Chilean audience

*With the hashtag #NuevophoneClaro4G the brand connected with its fans and led the conversation concerning the launch of that new product.*

Claro Chile is a subsidiary of América Móvil, the third largest telecommunications operator in the world and the largest in Latin America. The company has developed significant international partnerships, with more than 260 million customers in 18 countries, delivering the best services and the most advanced technology to its customers.





## CHALLENGE

**Claro Chile se propuso ganar un momento de una manera natural y amigable a través de un concurso entre sus seguidores.**

The upcoming arrival of 4G technology and the iPhone 5s/5c in Chile generated a surge of excitement and conversation on Twitter. @clarochile\_cl wanted to own this moment and rise above the noise, while connecting with a target audience of tech-savvy users.



## SOLUTION

**How can a telecommunications company capitalize on the momentum generated by a highly anticipated launch?**

Creating a contest with the theme “iPhone in sight” to capitalize on the anticipation around the product launch. The brand launched a microsite showing the journey of the ship that was supposedly bringing iPhones from California to Chile. Each Tweet sent with the hashtag **#NuevoiPhoneClaro4G** drove the ship closer to Chile. A gold iPhone 5s was raffled off among all participants to incentivize tweeting.

Using the Promoted Trend #NuevoiPhoneClaro4G to generate mass awareness and participation in the contest. Promoted Tweets invited users to participate for a chance to win the prize.





## TESTIMONIAL

*“By boosting our Promoted Trend strategy with associated Promoted Tweets, we generated more conversation and increased the brand’s visibility on social networks during the length of the campaign. The conversation started with the launch of the contest and with the Promoted Trend #NuevoiPhoneClaro4G, which generated the largest amount of interactions.”*

### Sara Ferrada Cordova

Jefe de Medios y Redes Sociales  
Claro Chile

## TIP



Earning a moment of large expectation and conversation throughout the arrival of a product or service to connect with your followers.  
Creating a contest is a good opportunity to stimulate the interaction and expand your community.



## RESULTS

**34.700**

Promoted Trend  
impressions

**24.900**

Promoted Tweet  
impressions

**42.425**

mentions of  
**#NuevolphoneClaro4G**  
in 1 day

**33.900**

mentions of **@clarochile\_cl** in 24 hs  
16 times more than the  
daily brand mentions

**7.154**

new followers as a result  
of the Promoted Trend



Promoted Tweets that were associated with the Promoted Trend received  
a **23.4%** engagement rate - **12 more times** than the benchmark for Chile.

**¡Sé el primero en tenerlo!**  
Color, más allá del color.



Apple iPhone 5c  
En Claro con **4G LTE**



\*Colores sujetos a disponibilidad.

**¡CONCURSO!**

**Gana un  
iPhone 5c**

Comparte el hashtag

**#NuevolphoneClaro4G**





## KEYS TO SUCCESS

### #01

#### OWN THE CONVERSATION WITH PROMOTED TRENDS

Placement at the top of the Trends list for 24 hours is the perfect place to kickstart and guide the conversation on Twitter and beyond. Claro used the Promoted Trend #NuevoiPhoneClaro4G to generate mass awareness and participation in the contest.

### #03

#### USE CONTESTS TO ENGAGE

Design a fun Twitter competition with an attractive prize to boost engagements and conversations around your brand.

### #02

#### MAXIMIZE ENGAGEMENT WITH PROMOTED TWEETS AND A CLEAR CALL TO ACTION

Extend your reach beyond your followers by using Promoted Tweets. Make it easy for people to get involved with your campaign with copy that offers clear instructions and a simple way to take action.



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