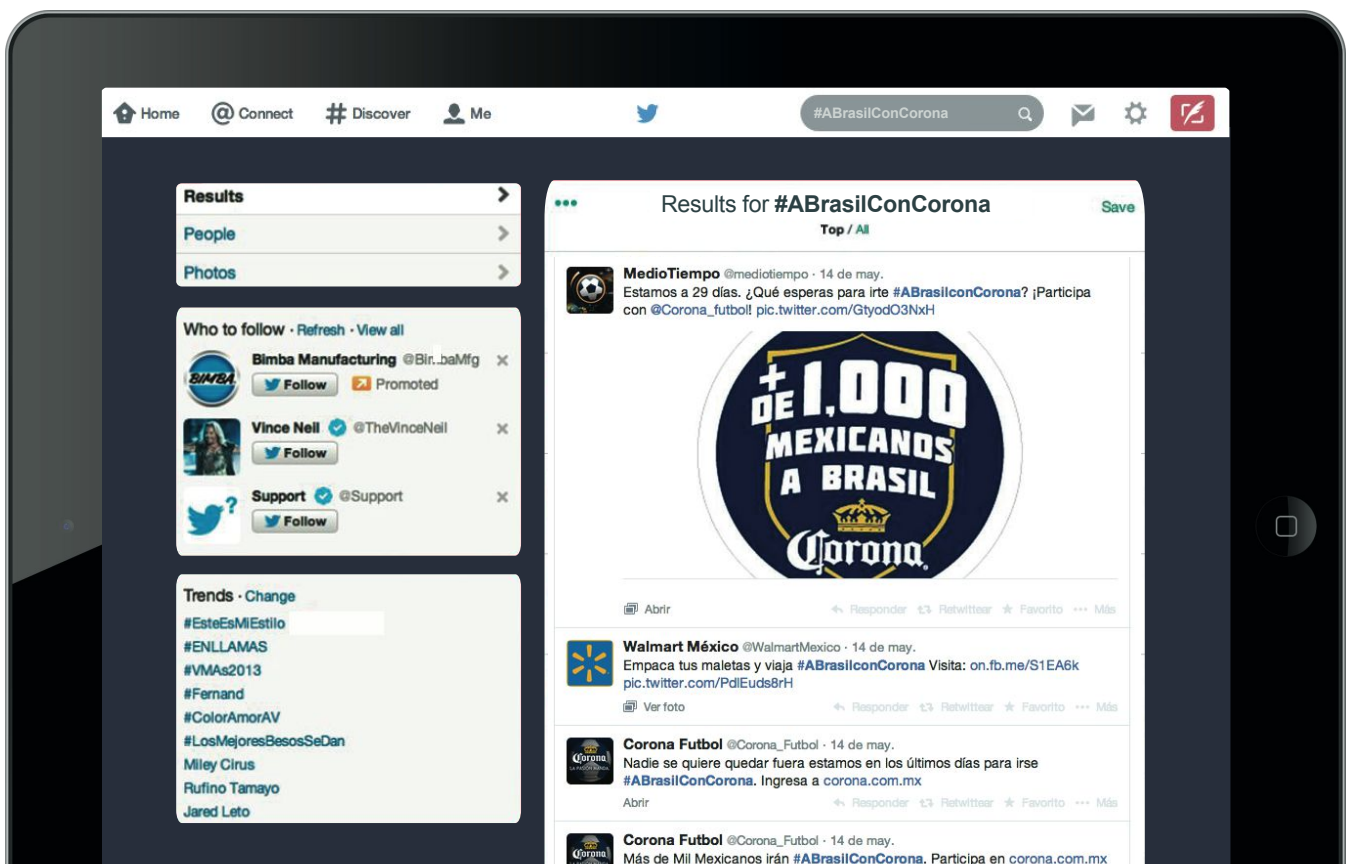




Cerveza Corona promotes the interaction with its followers in a sporting event of global interest.

The brand understood the need of getting involved in the conversation ahead of the World Cup 2014

Born in 1925, [Corona Extra](#) is the best-selling brand among all imported Mexican beers, with operations in 150 countries. The brand currently belongs to “Grupo Modelo”, which was bought by Anheuser-Busch InBev, the leading global brewer.





CHALLENGE

Given the huge interest that the Real Madrid-Barcelona classic generated among Mexican soccer fans, Corona identified this event as a valuable opportunity to extend and expand the reach of its promotion “Mil mexicanos a Brasil”, which gave the participants the possibility of winning a trip to the World Cup 2014.



SOLUTION

How can a beer brand own the conversation on Twitter during a sports event?

Developed a strategy with the Promoted Trend **#ABrasilConCorona** on the day of the soccer match.

Associated Promoted Tweets with the hashtag **#ABrasilConCorona** and the handle **@miseleccionmx** were mentioned. Tweets also raffled off tickets to the World Cup among other smaller prizes.

The brand launched a Promoted Account campaign for **@Corona_Futbol**. Targeting was based on interests such as events, sports, music and radio, games and hobbies.

Also, the campaign was promoted organically through collaborations with influencers, compelling content and sending DMs from **@Corona_Futbol** with activation codes that users could use to win prizes.





TESTIMONIAL



"The second screen is no longer just a trend, but a must buy for the kind of media experiences we seek to generate with our audiences. By combining Corona's efforts on TV and digital to communicate a promotion that was –our perspective– one of the biggest promotions of its kind in history, we achieved an all-time reach and engagement record, enabling us to take control of the most important conversation for our target audience. The combination of our strategy with Twitter's products, allowed us to turn a soccer match into a meaningful experience we shared directly with our followers."

Isabel García Lievana

Digital Media Manager del Grupo Modelo
ABInveb México.

TIP



Utiliza un Promoted Trend el día de un evento social importante y sácale el mejor provecho asociando Tweets. Multiplica el impacto de tu anuncio de televisión agregándole un elemento que dispare las conversaciones en Twitter.



RESULTS

7,4 M

Promoted Trend impressions

58,1 K

Promoted Tweet impressions associated with Promoted Trend

2.571

mentions of [#ABrasilConCorona](#)

+ 31 K

earned followers during a whole month by the Promoted Account

4.680

new followers as a result of the Promoted Trend.



Promoted Tweets that were associated with the Promoted Trend received a **3.37% engagement rate** – 2 more times than the benchmark for Mexico.





KEYS TO SUCCESS

#01

INCLUDE A HASHTAG IN YOUR TV ADS.

The integration of media, primarily with TV, increases exposure and engagement.

#02

REWARD YOUR TWITTER FOLLOWERS.

Make them feel special with a Twitter exclusive promotion.

#03

LISTEN, TALK AND INTERACT WITH FOLLOWERS.

It is essential to maintain your communication with Twitter users once they choose to follow you. Corona responded to users participating in the conversation that was generated during the Promoted Trend.



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

 @IMSCorp | twitter@imssocial.com

www.imscorporate.com