



How did a leading beverages brand maximize an already existing offline strategy through Twitter?

Fanta combined Twitter Ads to introduce its dancing program “Baila Fanta” and carry it across the country with rich and relevant content.

Fanta is the leading beverage in its category being present in Argentina since 1961. Today consumers may find –besides their traditional orange flavor– different versions: apple, lemon, and orange-tangerine. Fanta is one of the four leading brands in the world, together with Coca-Cola.



THE OPPORTUNITY

Since 2012 @Fanta_ar has hosted “Baila Fanta” (Dance Fanta), an intercollegiate dancing competition that gathers 13 to 16 year-old students from schools all across Argentina. Given that one of the brand’s greatest challenge is to connect and engage with their teen audience in Social Media, in 2014 @Fanta_ar decided to bring the contest to Twitter offering a different value proposition to their followers through rich and relevant content around the event.



THE STRATEGY

@Fanta_ar used Promoted Tweets for real-time coverage of the different stages of the competition, and a Promoted Trend with the hashtag #FinalBailaFanta referring to the great final where they would announce the winners. This allowed the brand to amplify both the initiative as well as values such as fun and happiness they sought to promote throughout all content and messages.



THREE STEPS TO SUCCESS

#01

RELEVANT CONTENT ADAPTED TO THE TARGET

Facing the challenge of connecting with teenagers, [@Fanta_ar](#) dared to create a different type of content using Promoted Tweets to gain more reach, including images and videos that made them achieve greater engagement.

Moreover, they organized raffles for tickets for the competition's final, promoting them on their account:

In this way, the brand aimed the campaign to men and women based in Argentina with interests on music, television, beauty, and family among others. In addition, they used @usernames targeting specific profiles of interest to their audience such as @mundotkmcom, @ladygaga, @onedirection, @TiniStoessel, @justinbieber, @radiodisney, @GLEEonFOX.



#02

REAL TIME COVERAGE

@Fanta_ar carried away a real time coverage of all stages of the competition: from the beginning where 20 teams from each region came up against each other, to the regional competitions and the final.

All Tweets offered relevant information to users, such as backstage info, participants' pictures, finalist's videos, etc.

The brand brought together several influencers -local TV presenters and artists- who supported the initiative and attended the final.



#03

MAXIMIZE THE USER EXPERIENCE

On Twitter, brands aim for a pleasant experience for their followers. [@Fanta_ar](#) not only offered them a wealth of first-hand exclusive information, but also the possibility of experiencing the final together with participants. By means of a Website Card, the brand invited users following the event on Twitter, to watch the final live on MTVLA's website:



THE SUCCESS

4.15 M
of impressions with
Promoted Tweets

+195 MIL
clicks

4.77%
engagement rate average
of Promoted Tweets

661K
impressions of associated
Promoted Tweets

+2200
mentions of
#FinalBailaFanta

16.6 M
of impressions with
the Promoted Trend

18.35%
was the rate for the
best-performing Tweet,
9X more than the benchmark

1500
new followers as earned
media for @Fanta_Ar



TESTIMONIAL

“This campaign was very important for the brand because it allowed us to tell more about Baila Fanta and reach directly the teenagers by using a network that they use on a daily basis. Twitter Ads let us spread Baila Fanta to the whole country and people could follow the final in real time. The results speak for themselves, Twitter helped us to position and enhance Fanta presence in social media, participating in conversations and topics related to the target”.

Stephan Czypionka

Coca-Cola Marketing Director
Argentina, Paraguay & Uruguay



THE PARTNERS

The brand worked jointly with the agency [@GeometryGlobal](#) to develop the [#BailaFanta](#) campaign, and with [@MTVLA](#) for the live broadcasting of the competition's final.

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the possibilities that Twitter offers for your business.

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