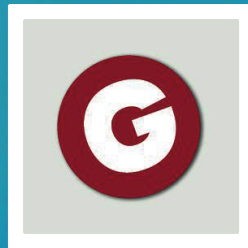


# #HINCHAS2014



## Garbarino participates on the conversation generated around the most important sporting event in the world, motivates its audience and attracts new followers

*During the month where soccer was the lead actor, the brand launched an innovative campaign by using effective hashtags, influencers and Twitter's advertising tools.*

**Garbarino** was founded in 1951 as a business dedicated to selling vinyl discs and audio equipment. Today, it is a leading retailer of appliances and technology for the home. It has more than 110 subsidiaries and is continuing to expand, choosing strategic outlets such as shopping centers, malls and pedestrian boulevards.



### CHALLENGE

Garbarino faced the challenge of **generating consistent conversation with Twitter users** in Argentina during one of the most important sporting events in the world. The key was to capture users' attention amid the large volume of buzz. The brand also sought to increase the number of @garbarino followers and to drive traffic to the website.

### THE PARTNERS



Garbarino was supported by two agencies, Performics @performics and Ogilvy Argentina @Ogilvyargentina, throughout the development of the #Hinchas2104 campaign.



## SOLUTION

### How can a retail brand innovate in a live moment when conversation volume is at a peak?

At the height of soccer season, the brand launched a campaign including Promoted Trends, Promoted Tweets and Promoted Accounts using the slogan “Garbarino connects you more than ever.”

The **Promoted Trends** were used on key Argentinian soccer team match dates with hashtags like [#somoshinchas2014si](#), [#EsDeHinchas2014](#) and [#Hinchas2014](#).

The **Promoted Tweets** reached followers and non-followers thanks to targeting @usernames and interests like business, events, sports, hobbies, technology and computing. The brand also used TV conversation targeting to reach users who were talking on Twitter about soccer programs or the tournament. Moreover, the brand worked with influencers who created exclusive content for the platform.

The **Promoted Account** remained active throughout the course of the campaign to increase the number of followers.



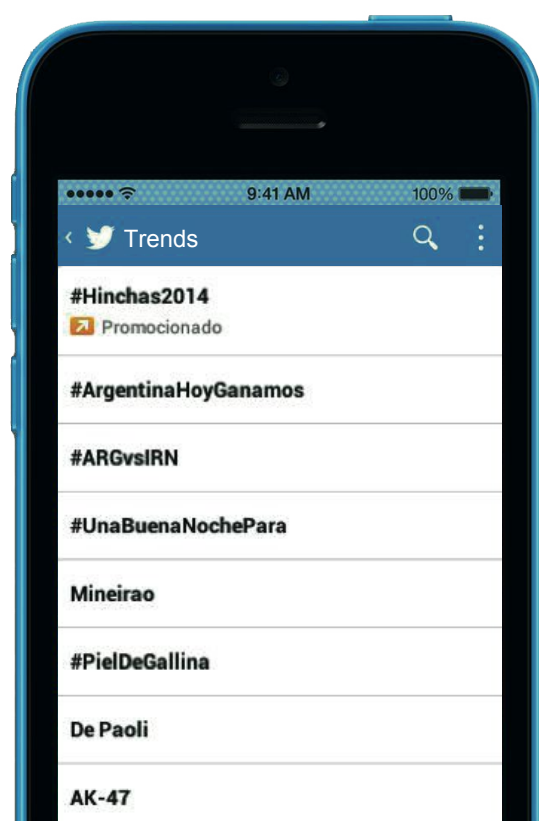


## TESTIMONIAL

*"#Hinchas2014 was established from the beginning as a 360° campaign, and it was an important integration between the online and the offline. We found on Twitter a strategic ally that allowed us to appear in the middle of the conversation and become relevant. Using Promoted Trends on key dates also allowed us to extend the reach of our communications and, at the same time, to generate a lot of traffic to e-commerce. The Promoted Tweets targeting let us use different types of messages according to different user profiles. The integration of a hashtag in our ads allowed us to drive offline traffic online. TV conversation targeting also helped us reach audiences interested in our theme: the soccer".*

### Marina Caillava

Digital Media & Social Media Manager  
Garbarino





## RESULTS

**+147 M**

impressions

**30 K**

new followers  
during the campaign

**+9 K**

retweets

**40 K**

mentions of  
**#Hinchas2014 & @garbarino**

**5,5%**

engagement rate, more than five  
times that of the country benchmark

## ACTION TIPS



### PROMOTED TRENDS

Garbarino planned a very strong Promoted Trend campaign focusing on key moments as Argentinian soccer team's matches during the largest sporting event. Hashtags included #somoshinchas2014si, #EsDeHinchas2014 and #Hinchas2014.



### PROMOTED TWEETS

Given the huge amount of conversation generated on Twitter about the upcoming event, the brand decided to strengthen user engagement and multiply the reach of its messages by using Promoted Tweets.



### PROMOTED ACCOUNTS

To increase followers and drive traffic to its website, @Garbarino promoted its account throughout the two-month long campaign.



### TWITTER AND TV

Conversations about TV programs occur on a daily basis on Twitter in Argentina. @Garbarino took advantage of this and the multiple references to the bigger football tournament in TV programs and channels by using TV conversation targeting to reach new audiences with their campaign #Hinchas2014.



## KEYS TO SUCCESS

### #01

#### REACH BEYOND YOUR TV AD.

With TV conversation targeting, it is possible to reach the right people in the right moment with your messages without purchasing a television ad. Furthermore, hashtag integrations with TV ads boost conversation on Twitter.

### #02

#### COMBINE TWITTER PRODUCTS TO MAKE THE MOST OF THEM

Strengthen your campaign by using Promoted Trends, Promoted Tweets and Promoted Accounts to gain visibility, organize the conversations and extend the reach of your message.

### #03

#### LEAN ON YOUR INFLUENCERS TO ACHIEVE GREATER ENGAGEMENT

Partnerships with celebrities who can share content related to your brand during a campaign can be very useful. Doing so helps to attract more followers and increases the level of engagement.



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