

PROUDLY
tradeway

UNSAID SERIES: **INFLUENCER EDITION**

A digital campaign to increase reach and engagement on social media using **30** nano and micro influencers and **70** Campus Ambassadors to create awareness of Standard Bank's Unsaid Series virtual event.

RESULTS

1 559 Posts

450 000 Reach

980 000 Impressions

13 500 Engagements

5 000 Event Registrations



THE
STANDARD BANK
**UNSAID
SERIES**

WHAT YOU WISH THEY'D TOLD YOU



Standard Bank **IT CAN BE...**