

PROUDLY
tradeway



A "PHY-GITAL" INFLUENCER CAMPAIGN EXECUTED IN EKASI OVER 14 WEEKS. INFLUENCERS VISITED VIBEY PARTY HOTSPOTS AND POSTED AUTHENTIC AND ENGAGING CONTENT OF THEIR BUDWEISER EXPERIENCES

RESULTS

1700 NANO ACTIVATIONS

98 PARTIES

8 EVENTS

5 000 CONSUMERS DIRECTLY INFLUENCED

4.8 MILLION IMPRESSIONS

330 000 ENGAGEMENTS

100 000 SHARES

THE
POWER OF
INFLUENCE