

CASE STUDY



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OBJECTIVES

- Staying updated with pop culture trends in Indonesia.
- Effectively measure marketing campaign and event effectiveness.
- Monitor competitors and adjust strategies in real time.

OUTCOMES

- Increase in tracked engagements, with over 500k conversations per month captured
- Tracking existing influencer performance and exploring new influencers based on target audience's social media engagement.
- Measuring the social impact of offline events.
- Tracking and analyzing the sales of key products on e-commerce platforms such as Shopee and Tokopedia.
- More accurately analyse brand sentiment on products and events held by owned brands and competitors.

Industries

Tobacco Manufacturing

Company size

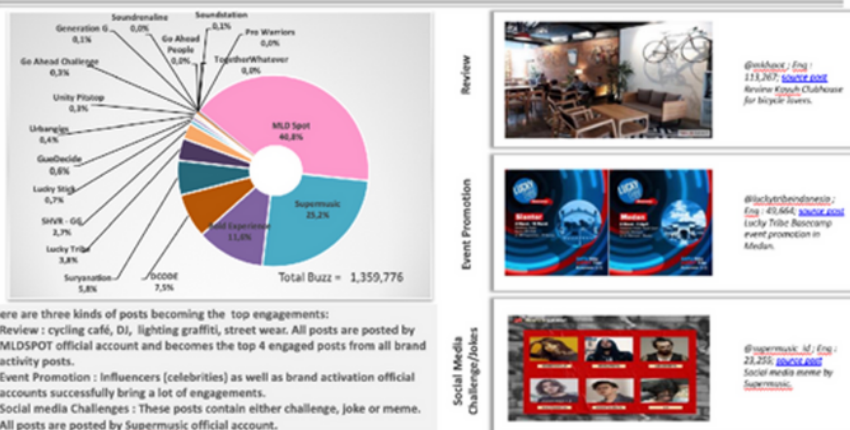
10,001+ employees

Key Features

Founded in 1902, BAT has evolved into one of the world's leading consumer goods businesses. Their purpose is to build A Better Tomorrow™ by reducing the health impact of our business through offering a greater choice of enjoyable and less risky products for consumers.

SHARE OF VOICE

Buzz Share by Activation



BAT
Case Study
2023