



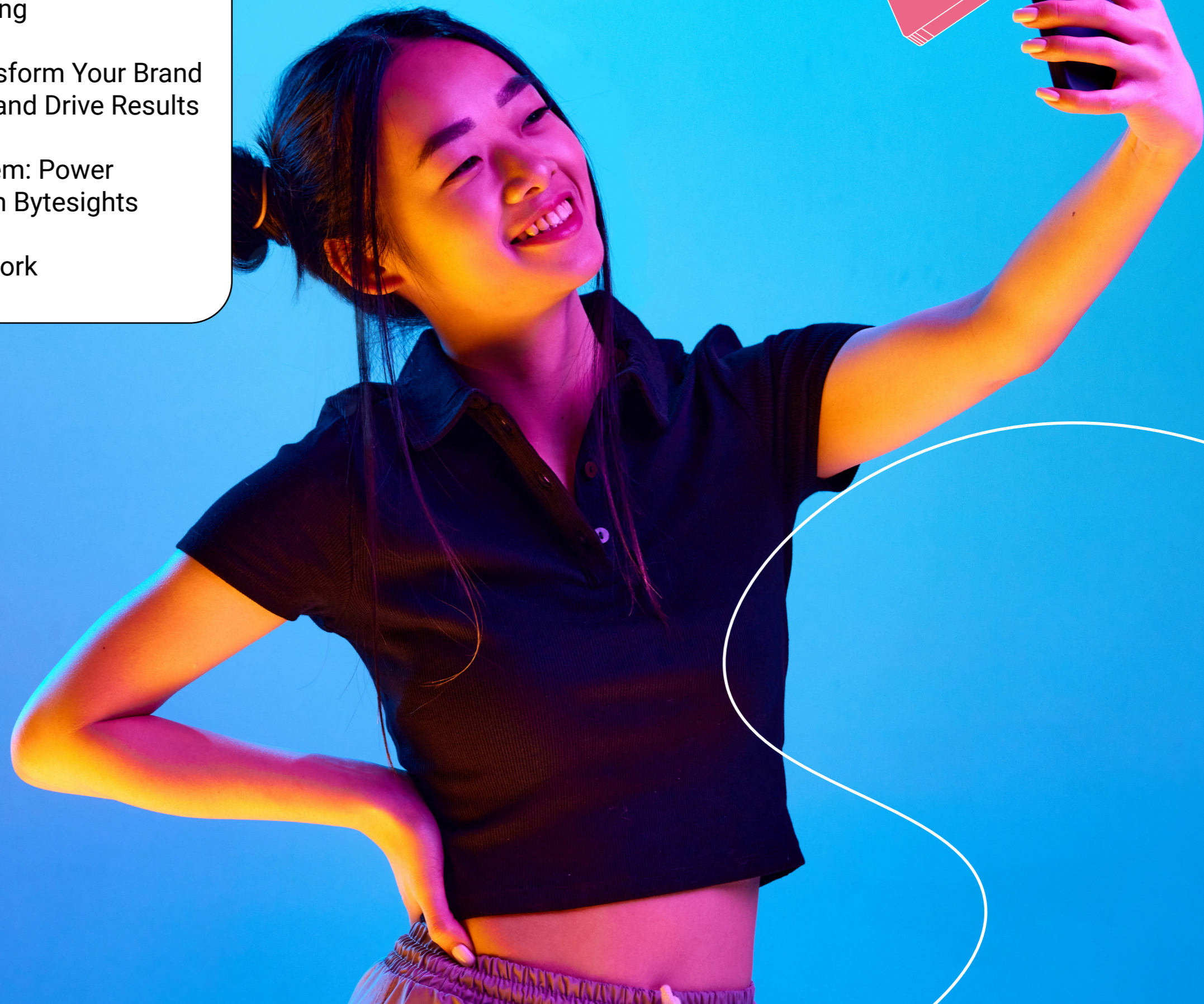
Fanbytes  
by brainlabs

# The Top Brands Going **COMMUNITY -FIRST** on Social

How to build brand love and drive sales  
through the power of niche communities

# INDEX

- 1** Introduction - The Brands Winning Big with Community-First Marketing
- 2** 6 Insider Tips on How to Transform Your Brand Into a Community Champion and Drive Results
- 3** Don't Follow Trends, Lead Them: Power Creative with Science Through Bytesights
- 4** Fanbytes by Brainlabs - Our Work

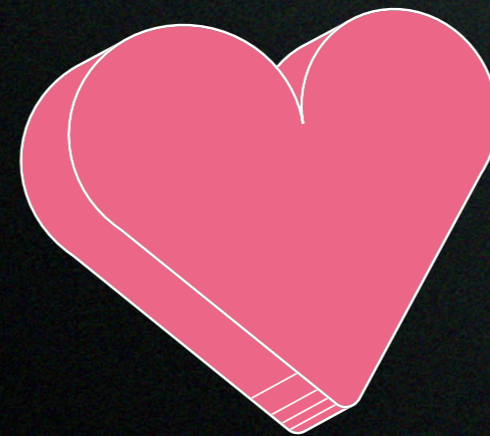
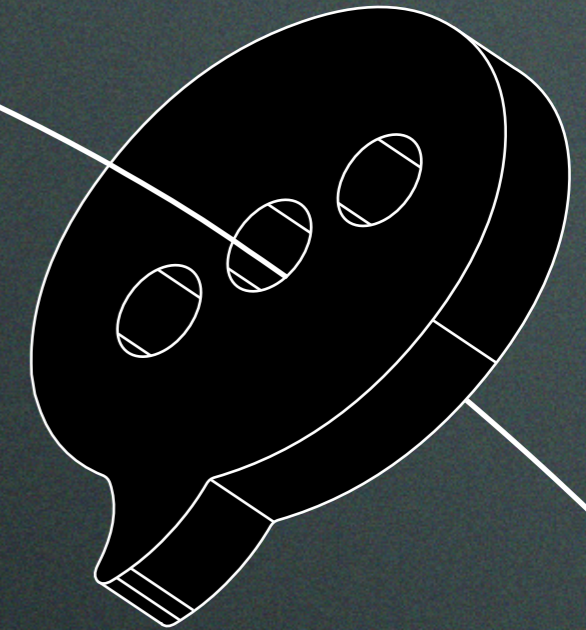


# Introduction

The idea of 'community', whilst not a new concept within social media, has seen a surge in popularity. Now, more than ever, brands are seeking smarter, more targeted ways to interact with and influence their customer base.

Thanks to shifts in consumer behaviour and the unparalleled power of data, brands identifying relevant communities from niche to mainstream, are able to cultivate specific 'tribes' where like-minded people interact and collaborate.

Successful community-first marketing goes beyond brand awareness and engagement, and shifts potential customers further down the funnel. In a nutshell? It literally pays to prioritize community.





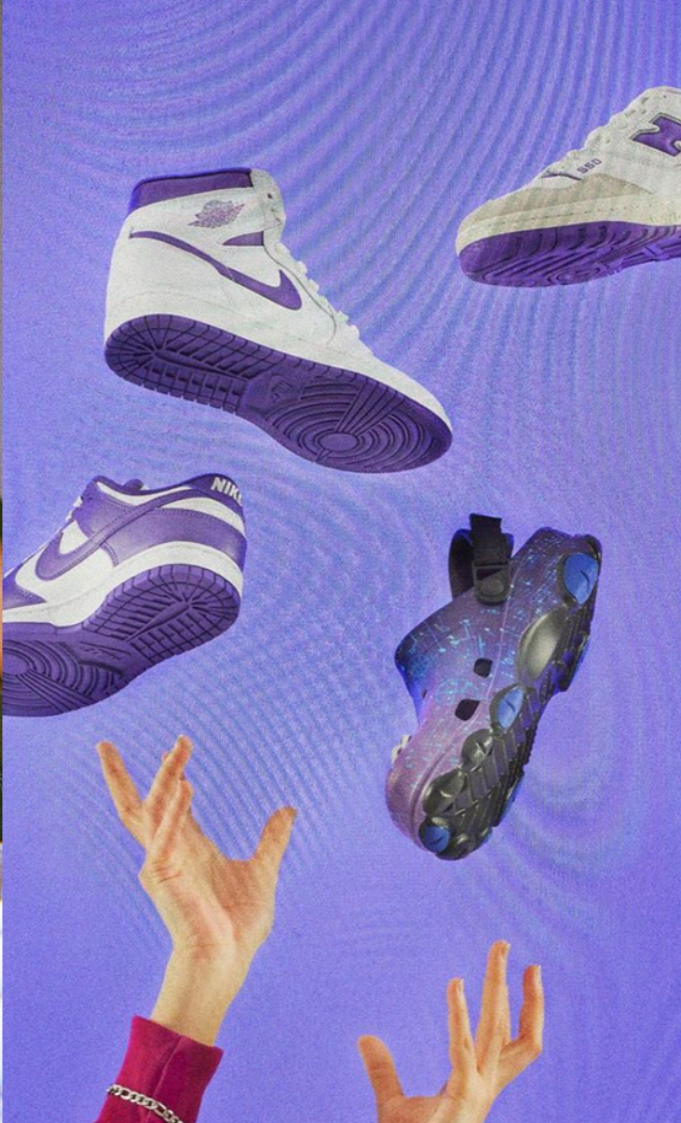
# The Brands Winning Big with Community- First Marketing

Strong online communities provide the perfect breeding ground for long-term, mutually beneficial partnerships between brands and creators.

In this report, we share our favourite examples of eight brands cutting through the noise with fresh concepts, taking calculated risks with emerging platforms. The results: Lasting brand love, and impressive ROI that the CFO will actually care about.

You'll also get our **top insider tips for conversion**, and we've shared three of our **case studies** demonstrating community-first marketing in action.

Find out what brands have made the list, why, and the gems you can take and apply from each.



# 01 Mejuri

## The Brand Ambassador Boss • Category - Fashion

Redefining what it means to be a luxury jewellery brand, Mejuri has perfected the art of Pinterest. As a visual search engine that personalizes content for each user, it offers brands and consumers the ultimate opportunity to connect with each other. Community has always been important in Mejuri's story, with Co-Founder & CEO, Noura Sakkijha describing the brand's truest expression as "feeling empowered to invest in yourself and the community around you."

Mejuri's team of global ambassadors, the #TheFineCrew has helped the brand to unlock an online community that has since become priceless. Each ambassador creates captivating content featuring Mejuri's stunning pieces which is then repurposed on Pinterest using a dedicated board to target potential customers with a similar aesthetic. As a verified merchant on Pinterest, Mejuri is able to showcase all of its products, tapping into different niches online by creating several boards with ideas from #TheFineCrew like "Men's Jewellery" or "Zodiac Jewellery" for its followers to take inspiration from.



### Key Takeaways

#### Embrace the unique opportunity on Pinterest

Pinterest presents customers with a unique experience through social commerce. The result of Mejuri's long standing efforts on Pinterest? A loyal community of Gen Zers who are invested in the brand's story, vision and impact on the world - as well as being customers. Its page has skyrocketed to over 50,000 active followers. Cutting through the guise of traditional jewellery brands, Mejuri continues to curate content that surpasses the expectations of one of the most demanding generations in history.

#### UGC FTW!

Thanks to the incredibly simple-to-use production features many social media platforms have, everyone can be a creator. Brands looking to replicate Mejuri's success should position user-generated content high on their list of priorities when planning their creative strategy, and more importantly, ensure activations are fully optimized for user participation.



Each ambassador creates captivating content featuring Mejuri's stunning pieces which is then repurposed on Pinterest using a dedicated board to target potential customers



# Ford

The campaign gave **this community of women the opportunity to share their unique experiences as Mach-E owners**, whilst breaking gender car-lover stereotypes

## The Stereotype Breaker • Category - Automotive

Building strong affinity towards your brand is key in the automotive industry. Shifting away from traditional marketing tactics, and placing its bets on influencer marketing to do just this, is Ford.

Tying in with Women's History Month, the campaign centred around highlighting underrepresented groups and gave this community of women the opportunity to share their unique experiences as Mach-E owners, whilst breaking gender car-lover stereotypes. Its latest campaign under the "Built Ford Proud" tagline, the first of its kind for the car manufacturer in three years, was created to spotlight drivers of Ford motors and their passions.

The campaign includes celebrity partnerships, each tapping into their niches by connecting Ford to their interests. Recruited based on her passion of restoring vintage cars, and in particular Fords, actress Sydney Sweeney took to her TikTok channel, Syd's Garage, to host an Auto 101 series where she also debuted her female-focused workwear collection in collaboration with Dickies.

Earlier this year, Ford marked the 59th anniversary of its Mustang sports car across Instagram, TikTok & Facebook, by collaborating with Ashlea Wooten-Chapple, the founder of The Mustang Mach-E Girls Club, a community of fans of the iconic car model.



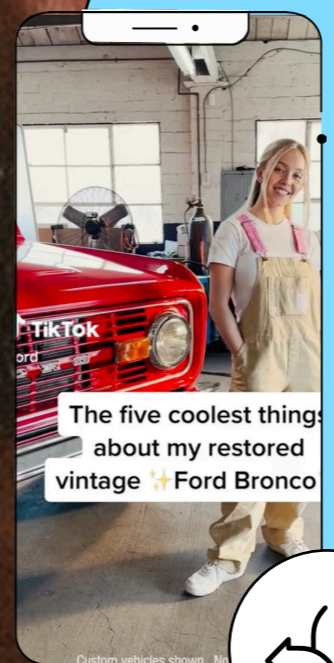
## Key Takeaways

### See the value beyond the purchase

What's clear from Ford's strategy is that influencer marketing creates fruitful value for the brand. Even if it isn't always possible to attribute a specific number of purchases to the campaigns, this work has created a legitimate fandom that undoubtedly has the potential to create impact beyond brand awareness. Simply monitor the conversations happening around these campaigns via these niche communities, and you'll find conversations linking to purchase intent.

### Embrace the unexpected

Targeting niche communities outside of what is expected from a "car brand", and tying brand activations to events that thrive off of these communities, has not only helped to set Ford apart from competitors, but has also ensured a sincere focus is placed on nurturing and building strong long-term partnerships - all whilst amplifying reach.



# StockX

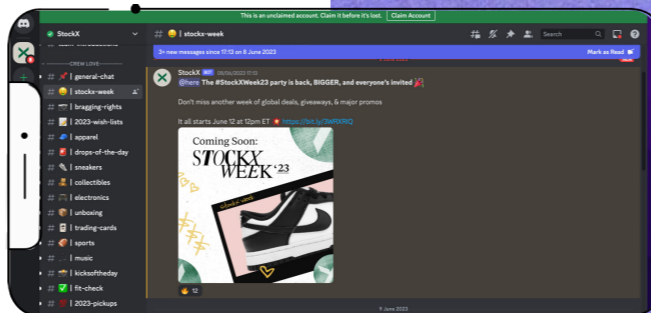
**The Discord Master**

Category - Fashion

StockX is fast becoming a cultural icon and one of Gen Z's favorite online marketplaces, and for good reason. Known as the world's first "Stock Market of Things", it's creating innovative ways to keep its ecosystem of buyers and sellers tightly connected. Hop onto the StockX Discord server and you'll find a thriving community of over 43,000 members debating the latest sneaker trends, music, NFT investments and so much more. A community of communities, you might say!

Its annual "StockX Day" event precipitated the strategic move onto the so-called "platform du jour", where 20,000 StockX fans gained access to the event. The brand earned a record for the server with the most users joining in one day.

Discord has since become an integral part of StockX's brand loyalty efforts, with Chief Marketing Officer, Deena Bahri referencing that it now serves as a community-building function, helping "create enduring relationships" with customers.



## Key Takeaways

### Supercharge fandom with Discord

Discord servers are set up in a similar fashion to Slack, where several channels are devoted to different topics. Used correctly, the community-powered platform is the perfect space for building credibility and authority among your desired audience.

For example, StockX Discord has a #general-chat, a #kicks-of-the-day channel and a range of channels dedicated to NFTs, as well as an official #announcements channel that only its moderators can post in. There's even an opportunity for Discord users to get directly involved with the brand through its Vault NFTs project, where customers can invest in NFTs tied to physical products and trade them instantly using its marketplace.

Leveraging the sophisticated audiences available on Discord, provides brands hoping to build and nurture relationships amongst niche communities with endless opportunities to encourage engagement, grow brand loyalty and truly understand their audiences wants and needs.

### Become a cultural icon on social

Be bold. Part of your brand positioning on social media should involve immersing yourself in cultural trends like viral songs, wholesome memes and even binge-worthy Netflix shows. Today's world of social media is fast-paced. Being reactive, and willing to bend and flex a little to what is happening culturally around you, can help brands to stay in the loop and maximize their engagement from followers.



It's creating innovative ways on Discord to keep its ecosystem of buyers and sellers tightly connected.



# Virgin Atlantic

**The Creative Scientist**

Category - Travel

Tapping into ASMR, Virgin Atlantic sought to reach new audiences on social using this popular trend. Releasing a 60 minute ASMR video on YouTube, the airline showcased the sights and sounds that consumers had missed the most throughout the pandemic using insights from its survey of 1000 British adults.

Short-form content has equally been a key focus for Virgin Atlantic, with TikTok and Instagram forming a key part of this. With travel being a hugely popular content category across both of these platforms, the brand's presence is nothing short of perfect.

Showing off its #CabinCrew has proven to be popular as it provides its followers with daily content which aims to shed light on life as a jetsetter. And, the launch of its new and iconic uniform designed by Vivienne Westwood created another buzz on social media as it partnered with influencer and activist Tanya Compas to promote its gender neutral clothing. It led to a wave of user-generated-content on TikTok, with fans reacting to the new uniform code which focused on embracing everyone's individuality.

**It led to a wave of user-generated-content on TikTok, with fans reacting to the new uniform code which focused on embracing everyone's individuality**

## Key Takeaways

### Combine creativity with science

Combining neurological research with emotional intelligence - powered by science-backed data - within a highly engaged online community allowed Virgin Atlantic to reach new levels in its social engagement and grow its potential customer-base as a result.

### Embrace long-form and short-form content

Embracing multiple content formats, and staying ahead of the trends that resonate with your chosen audience will make sure your campaigns have maximum impact overall. When partnering with creators, choose wisely. Those whose personal values align with your brand values will foster trust and authenticity within niche communities, and help place you front of mind in their consumer psyche.



# 05 Duolingo

**The #CleanTok Freak** • Category - Consumer Technology

Whether you're scrubbing, decluttering or organizing, there are influencers who are able to help. And, the world is fascinated by watching people clean. Yep, you read that right. In fact, the #CleanTok hashtag has now surpassed 70 billion views as viewers continue to obsess over all things cleaning - a valuable community for brands to be a part of. Enter Duolingo!

This unique collab reached fans of languages with fans of cleaning and quickly proved itself as a match made in heaven. Both shared a common interest in discovering quick and easy hacks using social platforms to accelerate their learning.

Duolingo's unique brand identity and mascot - the Duolingo Owl - has led to the brand having a loyal follower base on multiple social platforms. Meanwhile, Scrub Daddy also has its own smiley sponge character which it uses to generate comedy content. Both have catapulted to fame thanks to their participation in daily memes and clapbacks, which play a big part in keeping their core community engaged. The best part? The resulting social media content is the epitome of "creator-first", so consumers hear from a regular user rather than a "brand".



## BONUS

TikTok Marketing Tip With Duolingo's Global Social Media Manager, Zaria Parvez



I'd highly recommend just being a consumer on the app and taking a step back from the pressure of wanting to build a large following. When you take the time to understand the platform, you can **use the knowledge that you have about your brand to create awesome content!** Also, it's okay if not everything isn't a viral success right away - it took us a few tries to get here!

## Key Takeaways



### Embrace your quirks. Keep your audience guessing

Content needs to be authentic and different - even unpredictable - to be engaging on social media, especially TikTok. Taking the time to carve out a creative strategy that truly aligns to your specific brand identity and all of its unique quirks will not only keep your followers on their toes, but also create high engagement.

### Think like a brand, act like a creator

Whilst the brand mascot has been a huge hit, it isn't the primary reason for Duolingo's success here. It is the brand's creator-first approach to using the mascot as a conduit for their personality. They have successfully brought this to life in a unique, highly effective way.





# Pringles

006

## The Community Prankster — Category - Food

The roller skating revival meant that snack giant Pringles' #StuckInPringles initiative placed this popular community on TikTok at centre stage. Self-described 'roller skater, creative and cat mom', Kate (@rollinwithkate), posted a video to her 400K followers showcasing her snazzy skills whilst having her hand stuck inside a Pringles can.

Stephanie Thys, Pringles EU Director says that the Twitch collaboration "elevated the gaming experience through some unexpected fun", helping the brand to build its authenticity and credibility with gamers.



Another key element of Pringles' community marketing has been on the Amazon owned live streaming platform, Twitch. In a bid to make an impact with the gaming community, the brand came up with a unique idea which blurred the lines between advertising and entertainment. It involved sponsoring a livestream of gaming influencer, Leahviathan in which she played the game "West of Dead" and lured Frank, a zombie character out of the game by opening a can of the snack.

This kind of activity propelled Pringles into being more than just a snack, but an accessory!

## Key Takeaways



**Make them laugh, we dare you**  
Tapping into niche audiences using emerging platforms has become integral to Pringles' efforts to build long-term brand love. At the heart of its creative strategy is creating content that is truly entertaining for social media users. Building two-way dialogues through real-time experiences like on Twitch continues to aid its community-first marketing efforts whilst also leaving a lasting impression on younger audiences.



**Focus on passion points outside your vertical**  
Members of niche communities from gaming to rollerskating, are passionate about their hobbies and interests, making them far more likely to be early adopters or creators in their respective fields. Brands who place their bets on such individuals are well on their way to gaining a competitive advantage, and building fandom in a whole new world.



Another key element of Pringles' community marketing has been on the Amazon owned live streaming platform, Twitch.

# NatWest

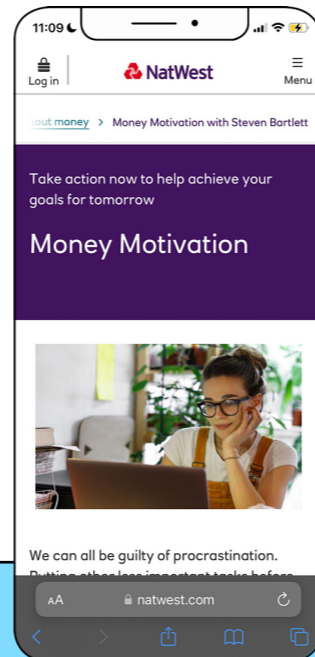
**The Hustler Champions**

Category - Finance

Banking group NatWest is on a mission to help its customers manage their money better, in particular its younger customers. By tapping into the personal finance, comedy and gaming communities, the series of campaign activations have helped the brand to reach audiences whose key interests include side-hustles, investing and entrepreneurship.

NatWest's "Tomorrow begins Today" campaign highlighted the bank's range of services including its in-app spending and budget tracker whilst encouraging people to overcome life's obstacles with sound financial management. Following on from their television ad which was launched on ITV2's Love Island, NatWest rolled out an iteration of the campaign across TikTok making use of influencer collaborations.

The banking group also boasted a wider 'Money Motivation' series across other channels, including its website. This was created to motivate people to take action to set and achieve their individual financial goals.



## Key Takeaways

### Every brand has a place on TikTok

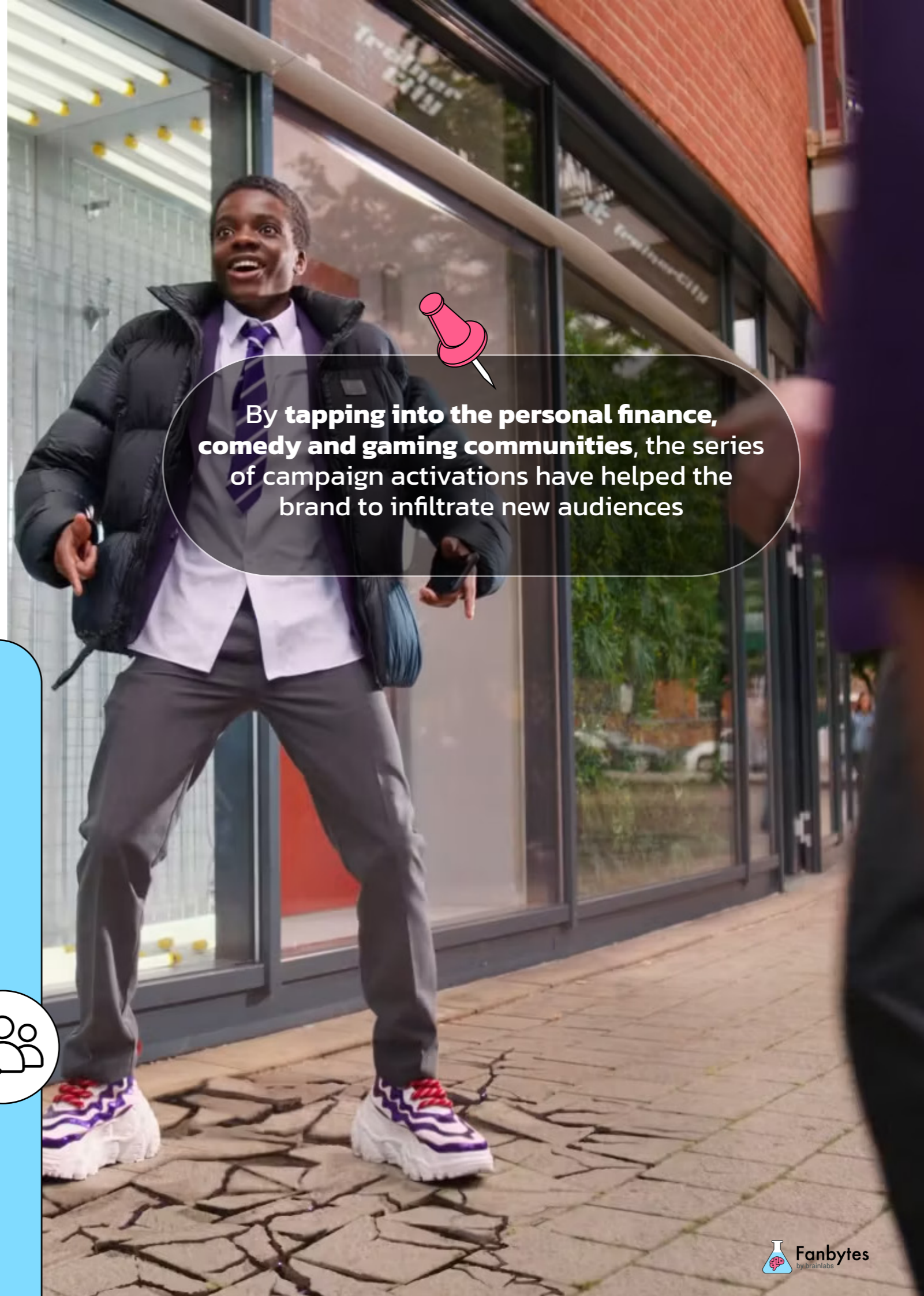
It's no secret that TikTok is the platform of choice for entertainment, but also education, amongst NatWest's target audience. For traditional brands like NatWest, targeting Gen Z entrepreneurs means meeting them where they are at. For NatWest this resulted in a positive shift in brand positioning in the finance industry in a key period that was seeing challenger brands emerge.

### Find your tribe by creating native content

For those looking for the blueprint on how to build social content on what might traditionally be considered a mundane topic - look no further. Community-first marketing in its very nature means every topic has a space, and a tribe! It's up to you to gain access. Find your purpose and create content in a platform native, audience-centric way, to reach your desired community of like-minded individuals.



By tapping into the personal finance, comedy and gaming communities, the series of campaign activations have helped the brand to infiltrate new audiences



# REFY

Partnering with influencers who represent the core brand values of sustainability, veganism and diversity allows them to **celebrate authenticity in the truest form**



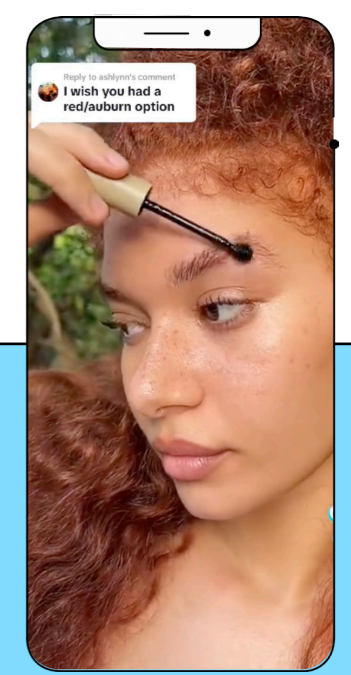
## The Self-Love & Activism Hero

Category - Beauty

As a challenger brand, there's no doubt TikTok has laid the foundation for REFY's approach to community building on social media. In an exclusive beauty roundtable event hosted by Fanbytes by Brainlabs, REFY's Senior Marketing Manager Charlotte Geoghegan explained **"the brand is more invested and focused on building long-term brand awareness using TikTok."**

Additionally, Pinterest seems to be a preferred platform for the beauty brand. A glimpse into its 'Brand Aesthetic' board shows dreamy pins of beach fits, summer inspiration and club looks modelled by influencers with different types of audiences. YouTube Shorts has also been an ongoing focal point for the brand's social media presence. From oddly satisfying makeup moments to showcasing new products, it's become an integral part to REFY's brand story.

According to its founder, REFY Beauty encourages everyone to celebrate themselves and embrace their natural beauty. Partnering with influencers who represent the core brand values of sustainability, veganism and diversity allows them to celebrate authenticity in the truest form.



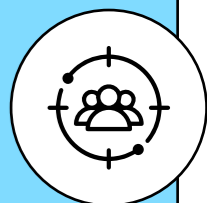
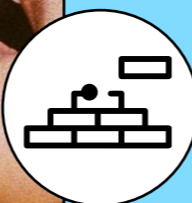
## Key Takeaways

### Build love for the brand, then the product

Building brand love is an integral part of community building efforts. Get to know what it is your community is interested in, through the use of science-backed data and social listening tools and cater your content accordingly. For challenger brands competing in saturated markets, making sure your audience get to know the brand first, and then fall in love with your product, is a sure-fire way to bring in longer term customers.

### Know your audience

In REFY's case, product reviews, makeup routines and tutorials are key ingredients when it comes to its creative strategy on social, providing followers with content that's practical. This approach couldn't come at a better time as more users list 'education' and 'learning' as reasons for spending time on TikTok.



# Manufacturing Luck

# 6 Insider Tips to Boost Conversions on Social



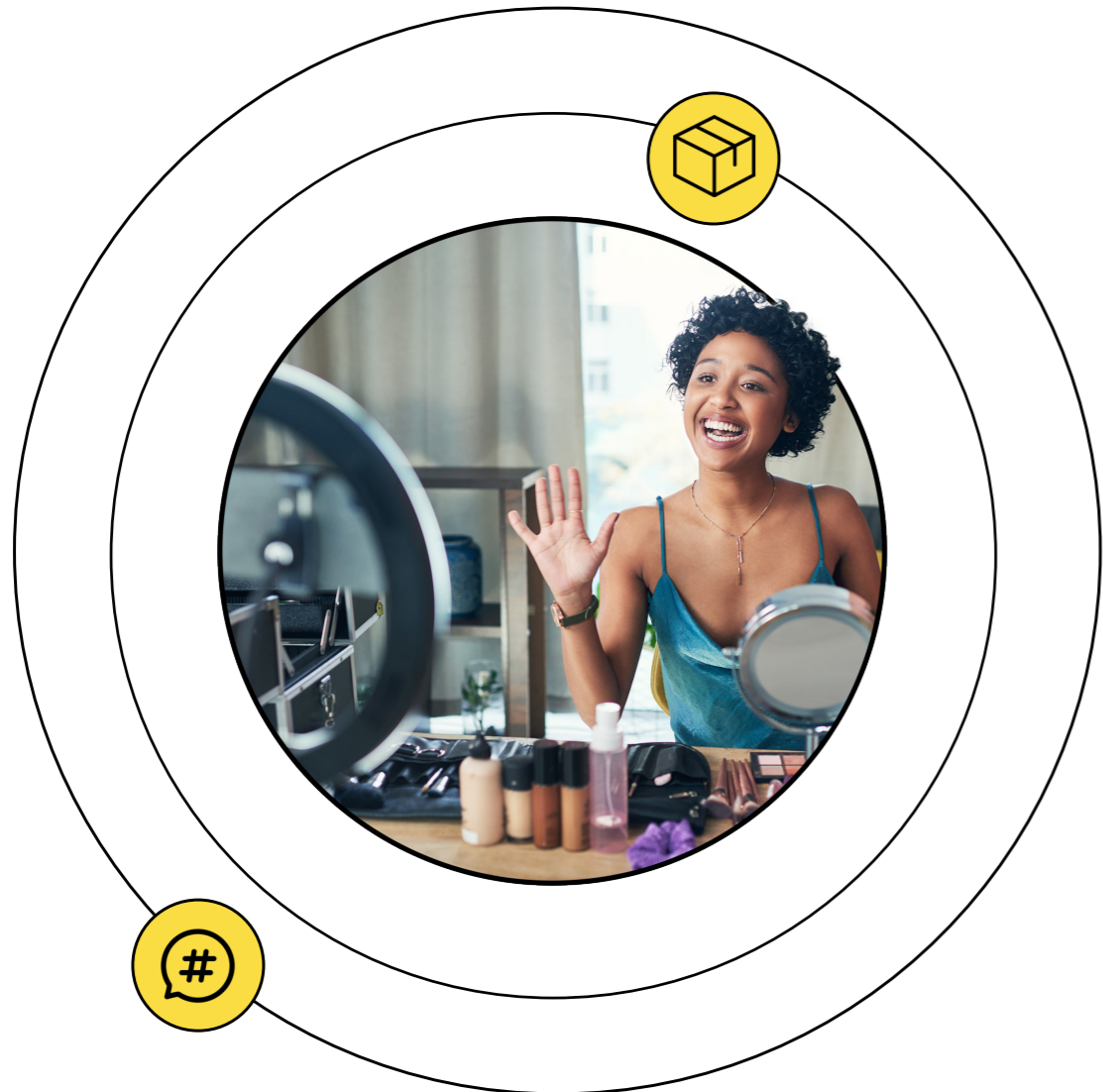
By **Celeste Houlker**,  
Senior Creative Strategist  
Fanbytes by Brainlabs



1

# Make your Content Shoppable

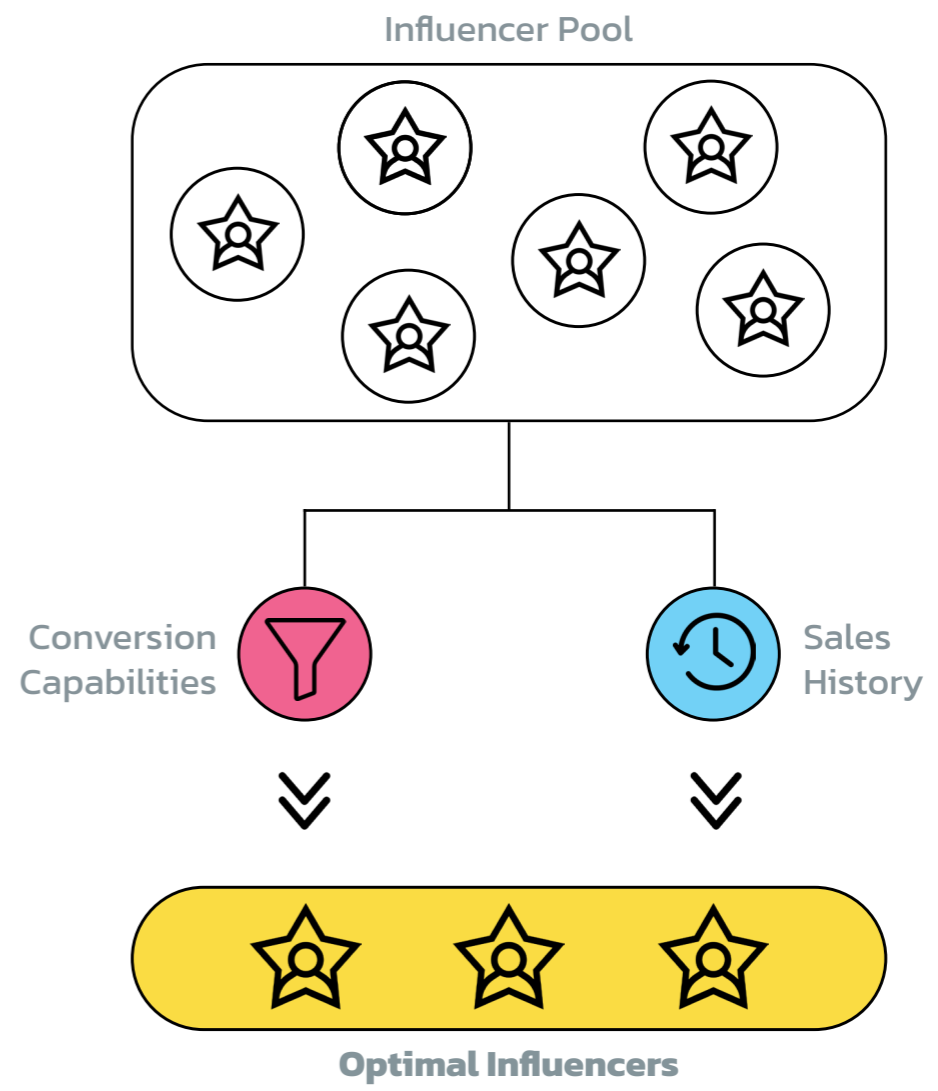
Using influencers to post shoppable content is an effective method of leveraging their influence to drive conversions. Sounds obvious, but the key to success here lies in aligning influencers with products and topics they genuinely care about and can naturally be a champion for. This allows them to create authentic content that resonates with their audience. Do the research into what makes your target influencers tick, what aligns with their own interests and personal brands so you can ensure they're not only the right fit but they'll be a fruitful one too.



2

# Can your Influencer Convert?

When selecting influencers for consideration and conversion campaigns, it's essential to consider their conversion capabilities. Gather their previous sales-based campaign stats to determine how well they can convert their audience into buyers. While influencers are highly valuable for brand awareness, having at least one creator on your campaign who can drive sales effectively will make an immense difference.

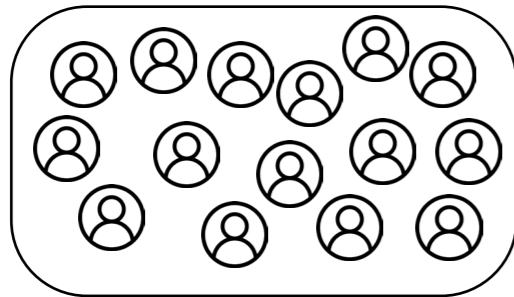


3

# Embrace Pay-to-Play

It's clear that the social media landscape has shifted towards a pay-to-play environment. Organic content performance, especially in categories like beauty and skincare, has been negatively affected by both market saturation and changes in platform algorithms. Therefore, paid ads that use authentically crafted influencer content become even more crucial for generating consideration and, ultimately, conversions.

**Organic Content**

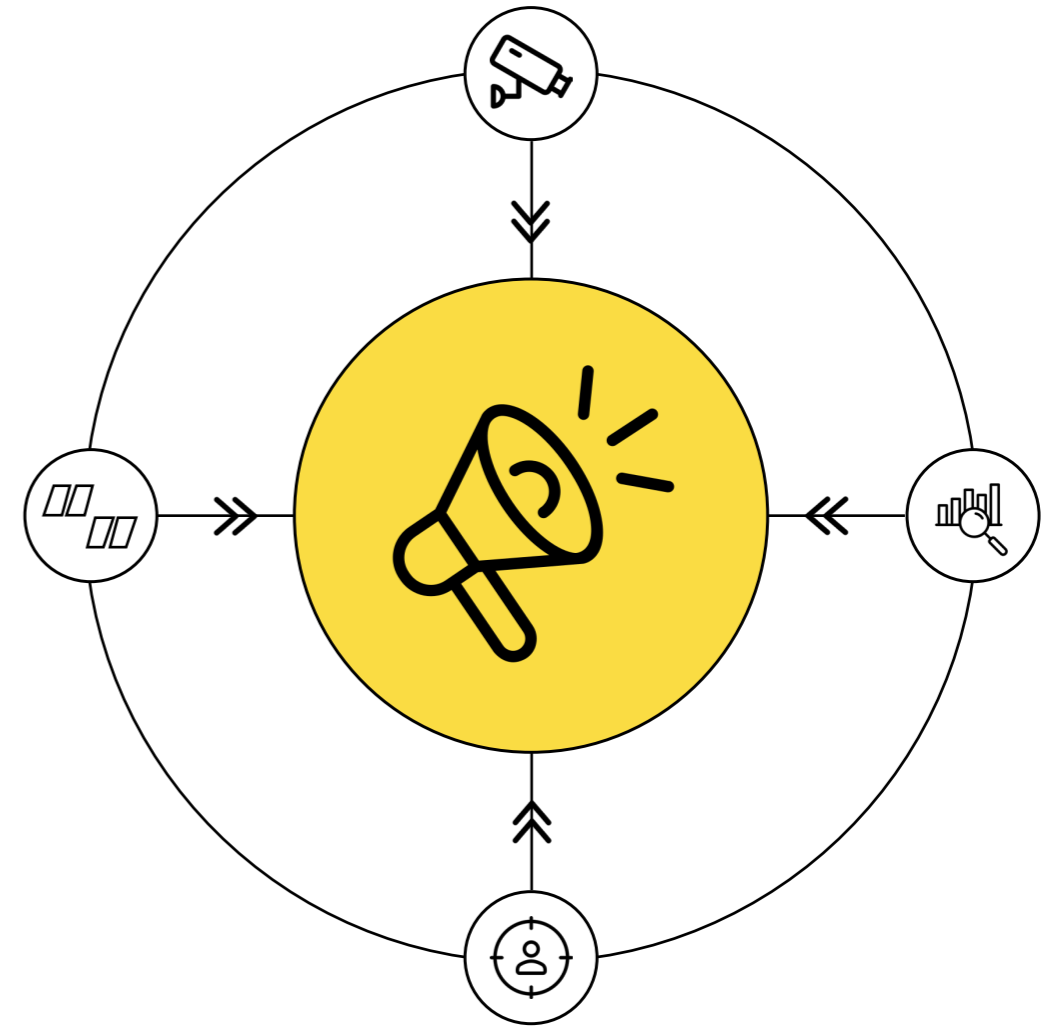


Low Performance

**Paid Influencer Content**



Higher Consideration



4

# Want to go Viral? Think Small!

The origins of products that gain viral status on social media can often be traced back to a niche community that was actively seeking the kind of solutions that product could provide. The key takeaway here is to monitor conversation at this base level, and craft hyper-personalised content that leverages these testimonial stories. This demonstrates the transformative outcomes of a product or service.

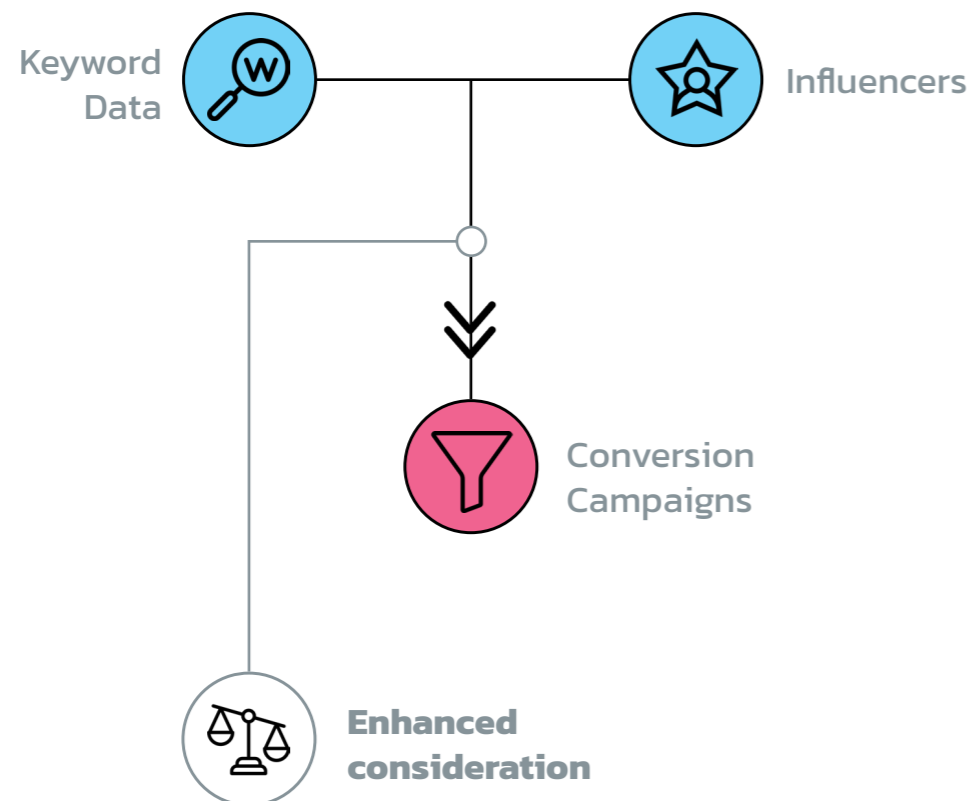
It is surprisingly easy to overlook the importance of laser-targeted social campaigns. So, be where the conversation starts. Begin by converting your loyal core base and gradually expand from there, as this approach also helps to build a solid foundation of social proof.

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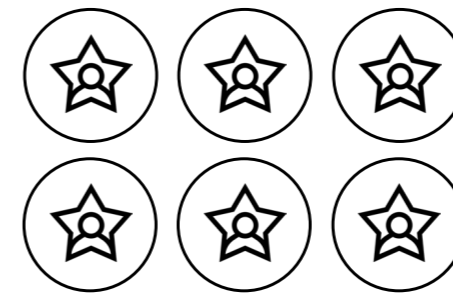
# Social + Search = Marketing Power Couple

Platforms like TikTok have evolved into powerful search engines, competing with Google and offering marketers a great opportunity for conversion campaigns. This allows marketers to strategically develop targeted content plans, using invaluable keyword data to connect with their desired audiences effectively.

Brands can significantly enhance consumer consideration by incorporating influencers into these campaigns, specifically those who resonate with in-market audiences. In this context, content that addresses consumer pain points drives results.



Micro-Influencers



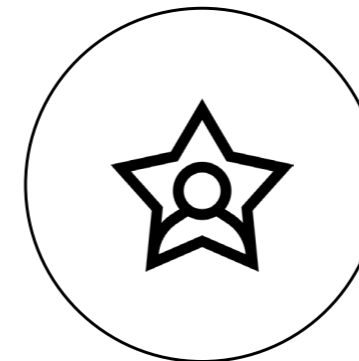
Chat



Conversions



Macro-Influencer



Chat



Conversions



6

# Harness the Mega Power of Micro

According to research by [Keller Fay Group](#), micro-influencers generate significantly more “buying conversions” per week, including product recommendations, compared to the average consumer, with a staggering 22.2 times higher engagement. However, to truly maximize the benefits of micro-influencers, it’s crucial to work with them on a large scale across multiple campaigns.

This approach ensures that your target audience encounters your campaigns from many angles, amplifying awareness and enhancing the “trend factor” associated with your product, service, or hashtag. Moreover, it incentivizes mid-tier and macro-influencers to try out your product themselves, driven by the fear of missing out. By considering all these factors, you can effectively guide consumers through the stages of consideration and ultimately boost conversion rates.

# Don't Follow Trends, Lead Them: Power Creative with Science through Bytesights

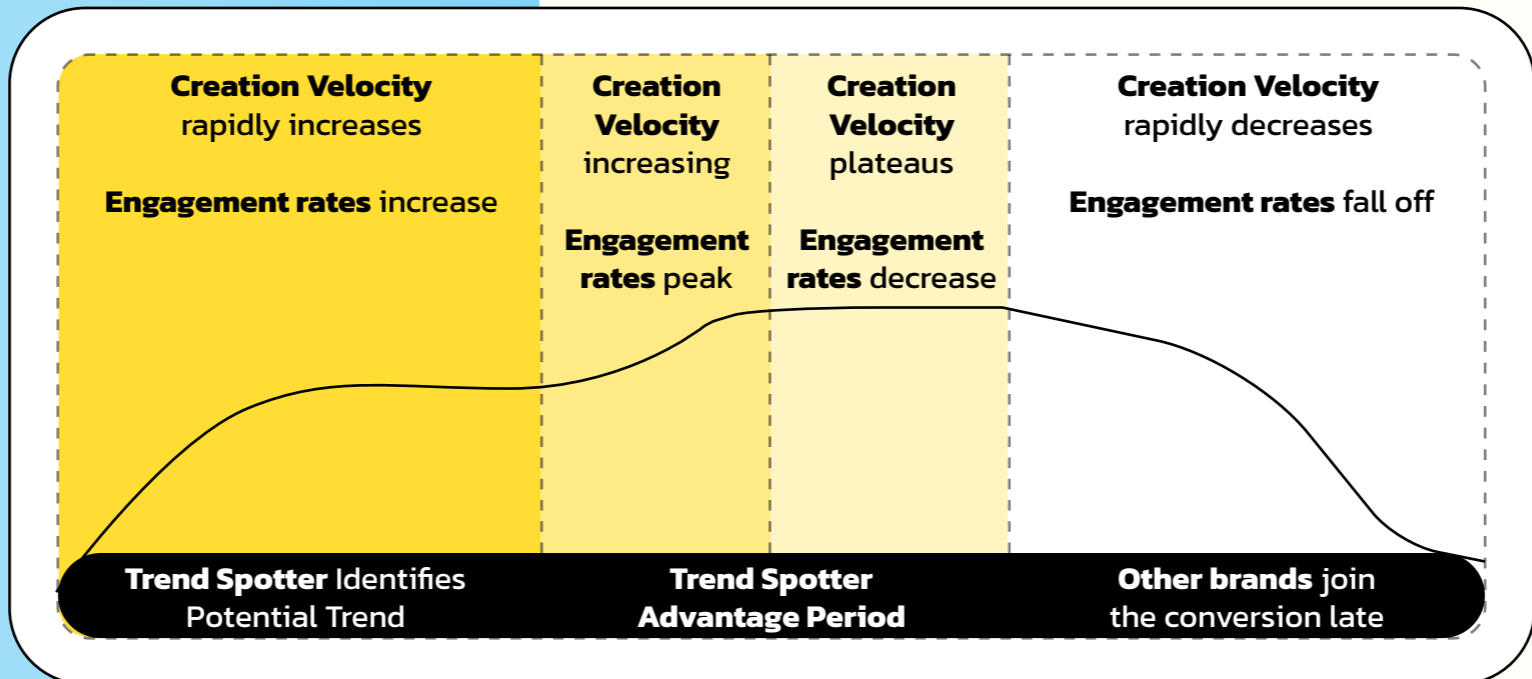
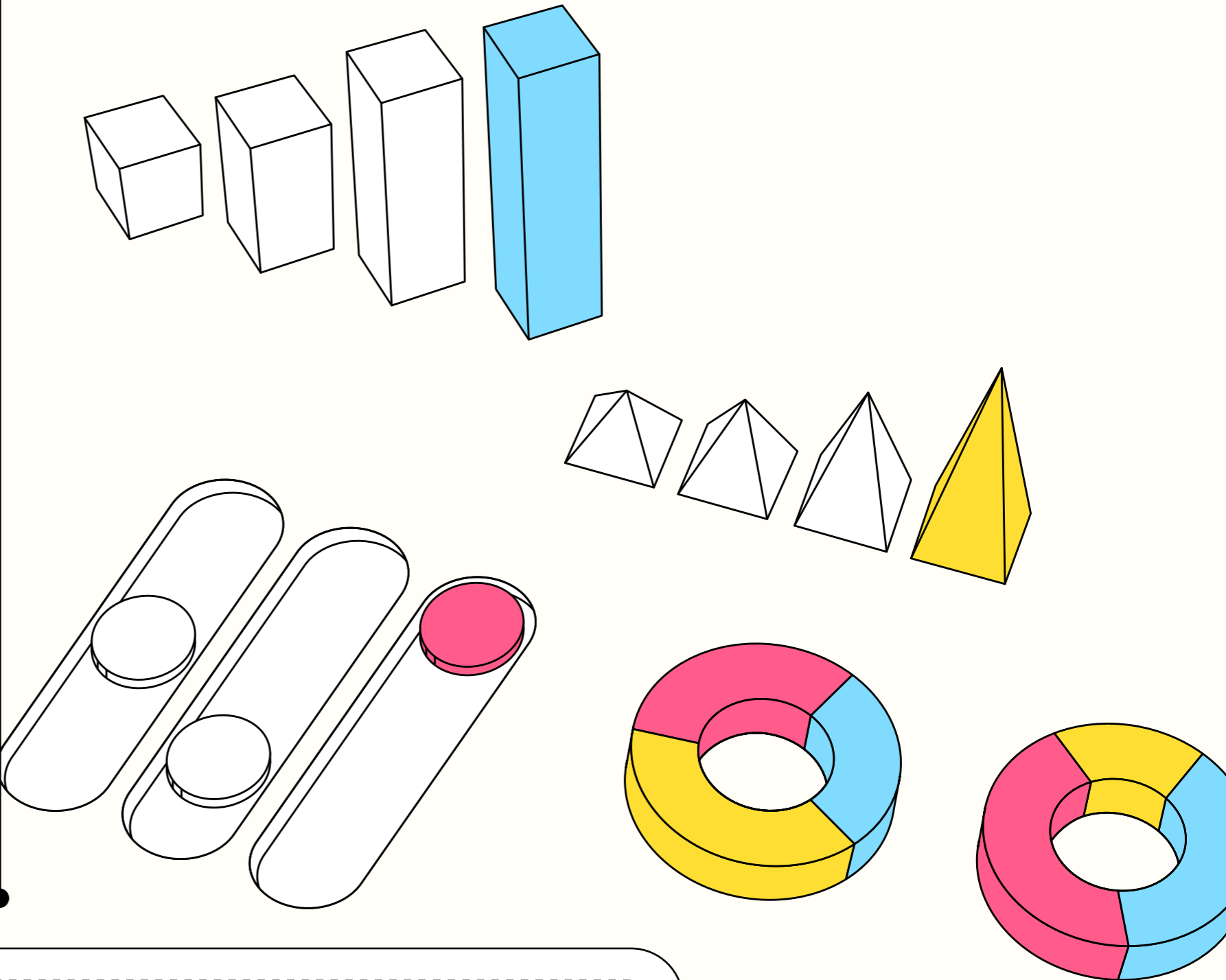
To be a brand that can truly lead on social, it takes both creative and scientific innovation.

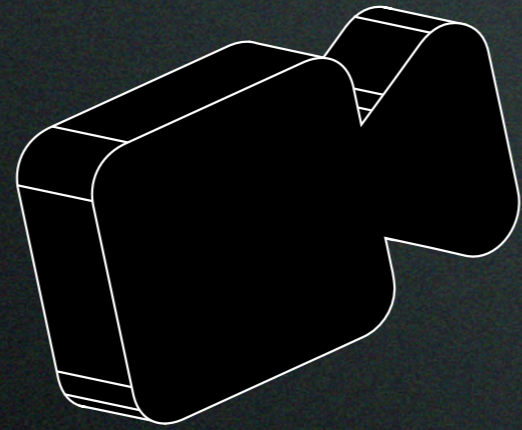
At Fanbytes by Brainlabs, we know how to unite and harness both.

Our award-winning, social listening tool, **Bytesights** uses science-backed data to supercharge campaign performance on social media.

Bytesights is now directly connected with millions of influencers across TikTok, Instagram and YouTube, enabling marketers to go far beyond merely joining the biggest trending conversations, but leading them and building their own communities through them. It predicts trends, gives unparalleled access to influencers - from global to micro and nano - and delivers highly targeted competitor intelligence to maximize ROI.

Combined with creative strategy devised by experts in the world of influencer marketing, our unique formula helps brands to win the hearts and minds of consumers on social.



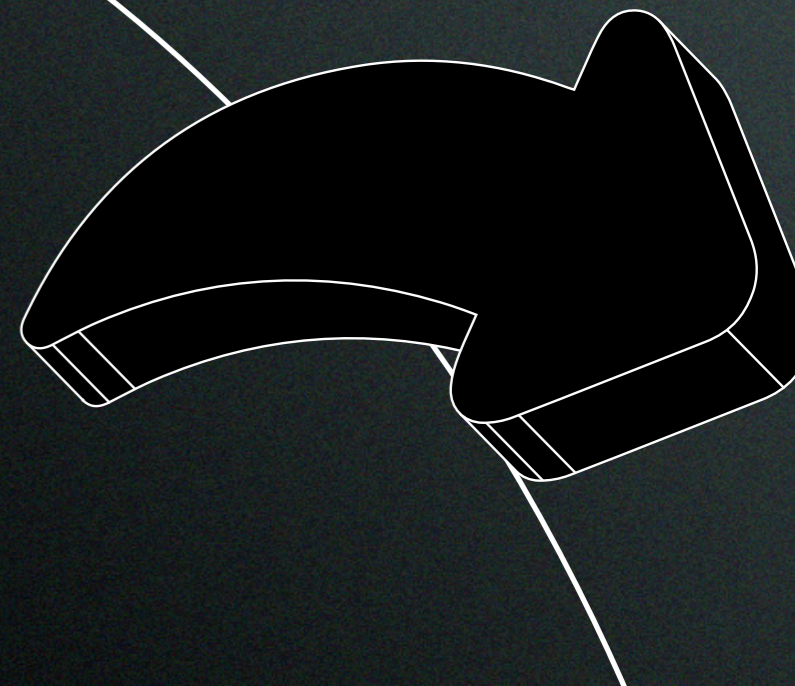


Fanbytes by Brainlabs

# Our Work

We build tailored, scalable, influencer-led strategies through groundbreaking creativity and science. Allowing you to lead conversations and spark action across all channels. Our creative teams are at the cutting edge of social, understanding what works and what doesn't in a fast-paced online world.

From brand ambassadors and community management to account growth, we've partnered with hundreds of global brands to produce award-winning influencer and social strategies.



## The Client

LELO is a sexual wellness brand which specializes in upmarket and luxury sex toy products. They stand for women's empowerment as well as being on a mission to lead a self-care movement.

## The Challenge

We were tasked with helping LELO grow meaningful awareness of their product range on TikTok, YouTube and Instagram through driving clicks and traffic to their website.

Not only did they want to build their next generation of customers, but they also wanted to help young people (particularly young women) to feel confident in their own sexuality, and to feel empowered enough to explore it in healthy ways.

### *The issue?*

Due to TikTok's restrictions around sexual content, it was very difficult to advertise on there. In fact, the brand initially had many of its videos taken down for "explicit content" as they featured shots of the products and words such as "sex" or "masturbate."

## The Solution

We worked with LELO on a bold and daring strategy which could not show the LELO products.

We partnered with a diverse group of influencers who communicated LELO's brand and products via messages of education and female sexual empowerment. The result was a variety of content catering to niche communities on social media, from sex education to comedy. This then led to a dedicated landing page which was visually beautiful, video-first and tailored to a Gen Z audience.

## Our Results

On TikTok alone, we delivered an incredible 1.38 million views. We also achieved nearly 64K 'hearts' and 500 positive comments including 'Heads to bio...', 'I'm so going to that link' and 'I just ordered.' Importantly, this has had an effect on LELO's revenue with over 29K clicks to its website and sales of its products significantly increasing since we began work.

And, after conducting sentiment analysis on YouTube, over 80% of the comments were about the product, showing the ad placement was not skipped and was an integral part of the video. We have now expanded our work with LELO globally for a new product launch in the UK and Germany, taking our learnings and continually testing and learning.

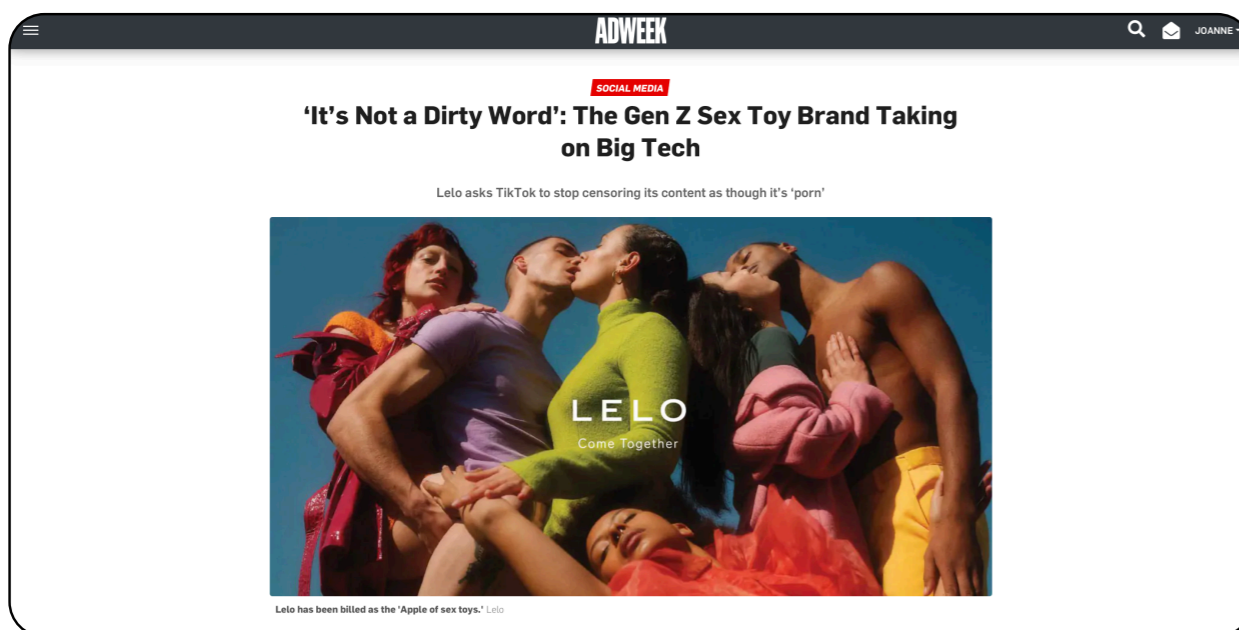
LELO and Fanbytes by Brainlabs were interviewed by **Adweek** about the success of the partnership.

**1.38 M**

views

**29K**

website clicks



"The team at Fanbytes by Brainlabs exceeded my every expectation! Since LELO is a sexual wellness brand, we often come across censorship obstacles, especially on platforms such as TikTok. They helped us tremendously."

**Valentina Holjevac,**  
Paid Content Team Lead, Americas



## The Client

MAC Cosmetics is one of the world's leading make-up brands in the beauty industry. Created for all ages and genders, its cutting edge products are sold to over 120 countries.

## The Challenge

TikTok has transformed the beauty industry, with many brands seeing major yearly growth in sales since becoming active and engaging with creators on the platform.

MAC Cosmetics sought our expertise in positioning the launch of its stunning, all-new MACStack mascara as the go-to, affordable beauty brand for a Gen-Z audience, whilst simultaneously building a community of mascara lovers on TikTok.

The goal?

To make it the UK's number one, best-selling mascara.

## The Solution

We created a viral moment on TikTok to deliver the "Everybody is talking about it!" effect using a high volume of influencer content. This was crucial in driving visibility, creativity, and recognition for the new product launch.

Through Bytesights, our award-winning data and insights tool - we were able to adopt a science-backed micro-influencer strategy that supercharged the campaign's performance on TikTok. Our influencer experts partnered with 100 creators (ranging from 50k - 300k followers) from niche communities within the world of make-up and beauty to produce bespoke content showcasing the mascara, using a branded custom sound.

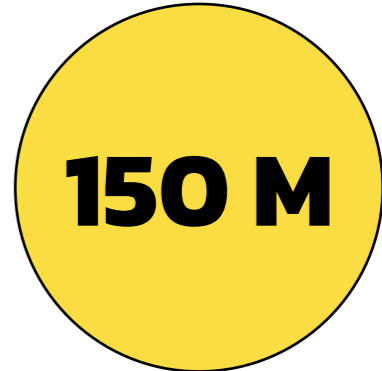
We also capitalized on the #TikTokMadeMeBuyIt phenomenon which played an important role in the success of the campaign. Leaning into an array of creators from highly engaged niche communities including beauty, fashion, lifestyle, dance and gaming facilitated a widespread reach and visibility of the product.



## Our Results

Just two weeks after the launch of the new MACStack mascara, it went viral on TikTok. Within a month of our campaign it became the UK's number one best-selling mascara. The campaign was also featured in an article from global beauty and fashion media publisher Glossy.

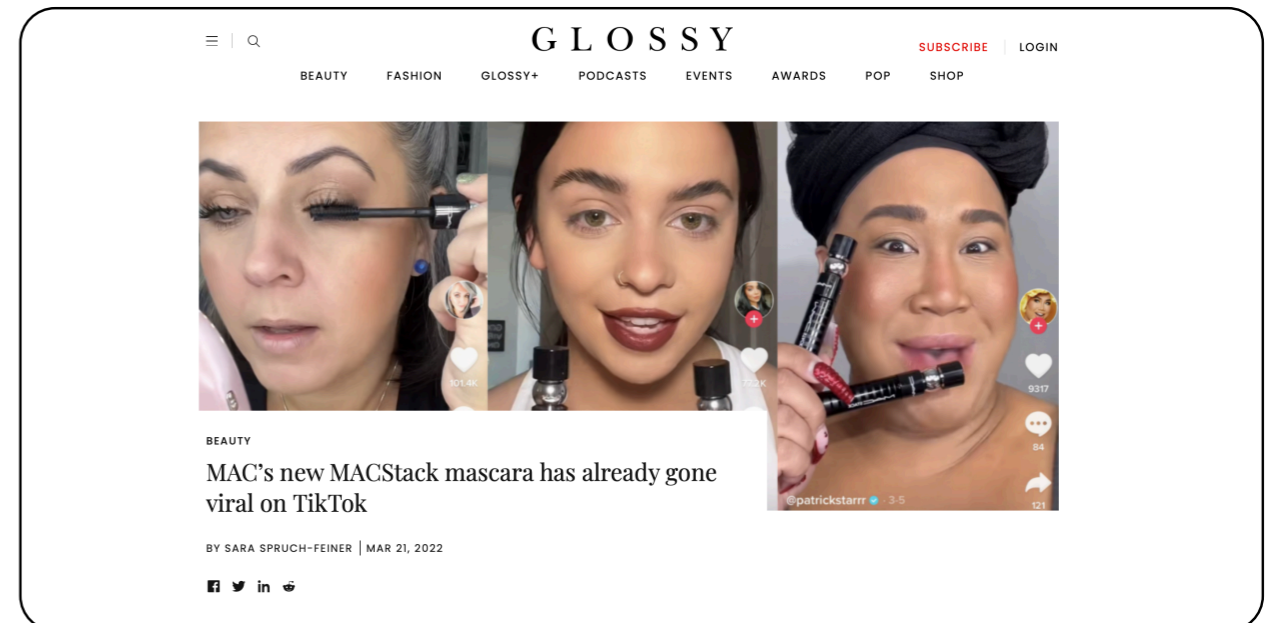
As well as the 150 million views on #MACStackMascara and 200K engagements with influencers, our campaign contributed towards an uplift in sales for the product amongst Gen Zers.



views



engagements with influencers





## The Client

Blizzard Entertainment is an industry-leading developer responsible for creating some of today's most critically acclaimed video games including World of Warcraft, Overwatch & Diablo.

## The Challenge

Following the success of our initial Overwatch 2 launch campaign, we partnered with Blizzard Entertainment to build hype and awareness for the release of Season 2 of Overwatch 2. We were tasked with driving up excitement amongst existing game players, as well as reaching new Gen Z and millennial game players on TikTok in the French, German and English markets.

## The Solution

We set out to discover the kinds of organic and paid content that would resonate best with the Overwatch brand and audience. Leveraging our data and insights tool, Bytesights and our extensive knowledge of TikTok communities, we identified the niches that would boost user sentiment whilst driving awareness of the new season of Overwatch 2.

With the new launch themed around Greek Mythology and the new Hero 'Ramattra', we engaged a range of influencers from a selection of verticals alongside Gaming to showcase key IP features of the new season as well as ongoing play:

1

We identified Arts & Crafts as a high-performing niche for Overwatch 2, to drive community discussion around new skins available during gameplay. We tapped into influencers' creativity to drive hype and intrigue.

2

We worked with highly-enthusiased influencers from the Cosplay community to get the most out of new and existing game players, and grow further desire to learn more about the launch of Season 2.

3

We used a smaller test group of Fashion/Lifestyle influencers to recreate hero inspired fits in 35-40 second-long videos. The campaign brought positive affiliation to the Overwatch community, especially from existing players.

## Our Results

The campaigns were well received across TikTok in all three markets, with positive brand sentiment and an increase in brand awareness across the various categories of influencers we engaged with. Finally, identifying niche communities outside of Gaming itself allowed the brand to tap into new audiences.

Overall, we achieved over 17.4 million views through organic and paid activations, exceeding our target of 10 million views. In addition, the average organic engagement rate hit 8.6%, which is higher than the Gaming industry standard.

17.4 M

views

8.6%

organic engagement rate



Who are we?

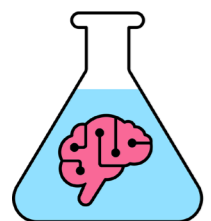
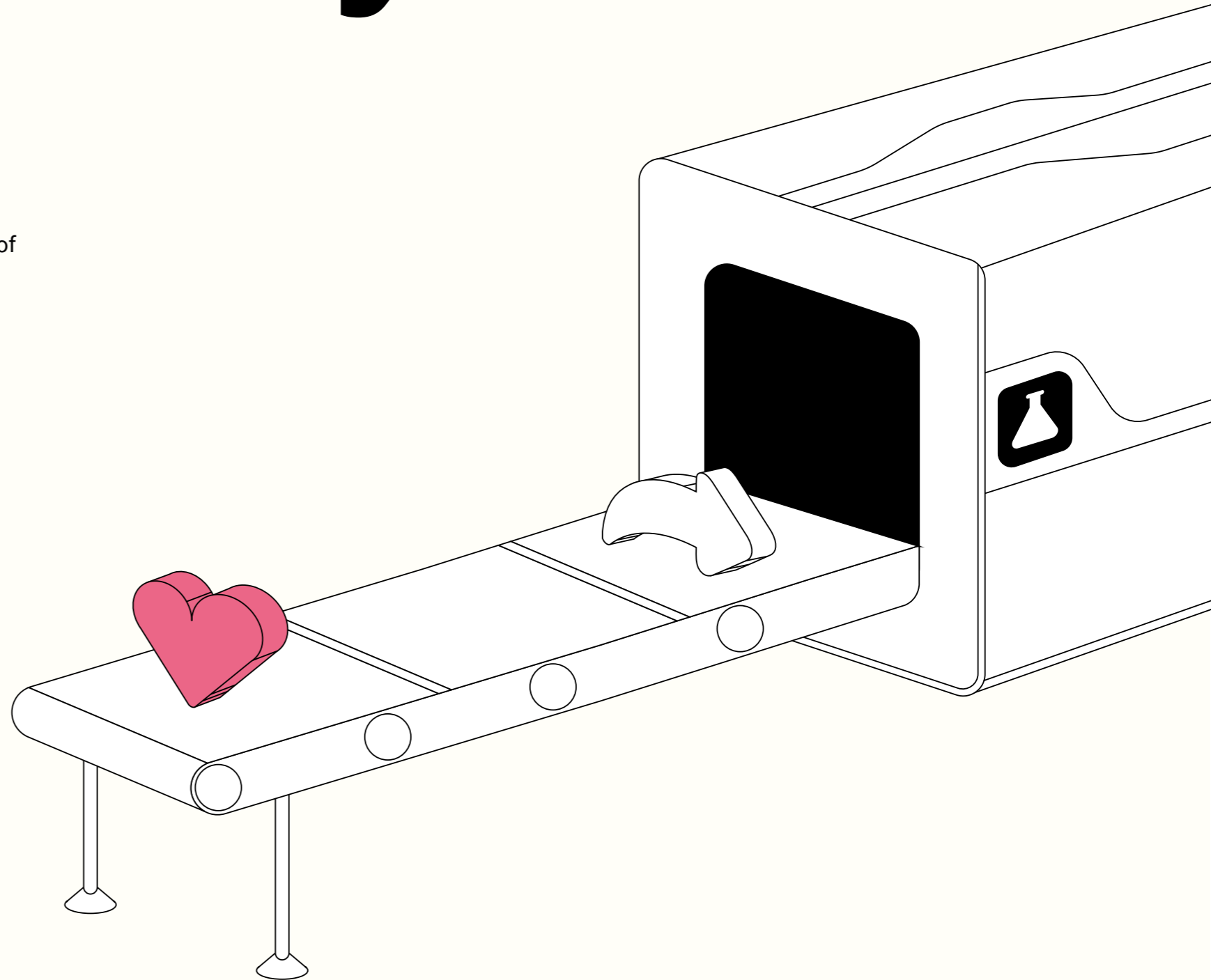
# We Deliver Social-First Creative, Backed by Science

In the era of AI-recommended content, creators can help brands to transform social ripples into cultural tides.

**Our formula for success at Fanbytes by Brainlabs brings creative, data and testing together to deliver campaigns that truly connect brands with consumers.**

Combining our creative expertise with science-backed data from our in-house, award-winning social listening tools, we can help you to unlock growth, drive real ROI and make trends with influencer-led strategies.

It's a formula that works, placing you ahead of your competition and at the leading edge of social media.



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# Get in touch



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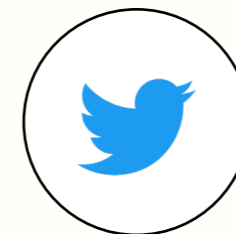
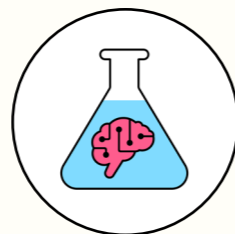
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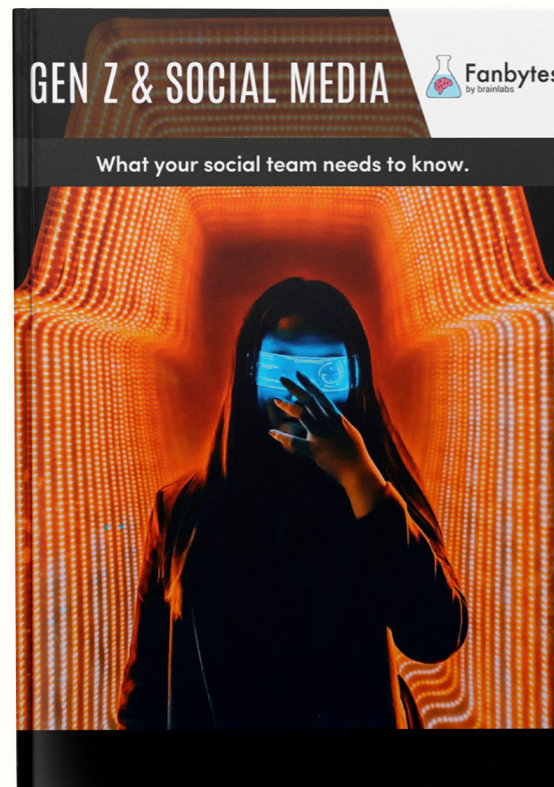
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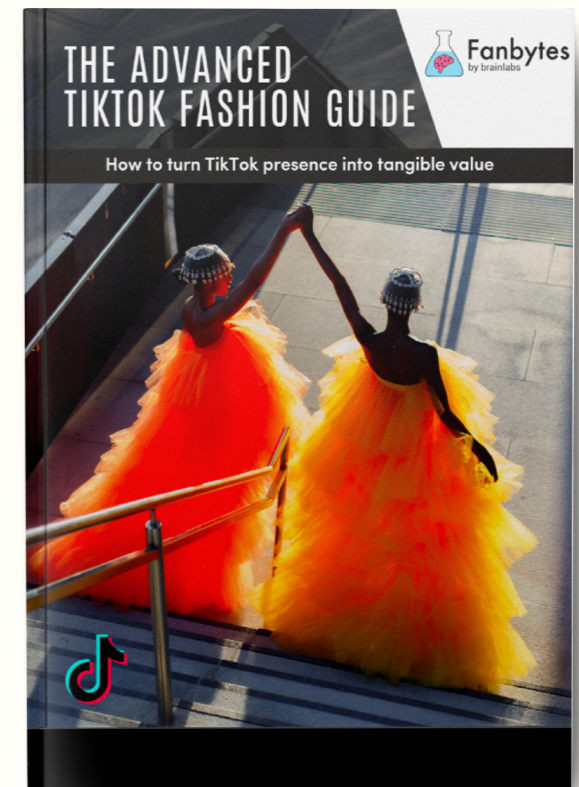
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