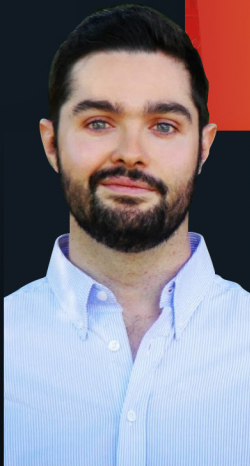




WHAT ISSUE WAS OUR CLIENT FACING?

Ovidio Gomez, eSports brand manager at **AB InBev**, the largest beer brewer in the world, approached **mSocial** for help with one of their projects.



The **CoolDown**, which connects bar owners with esports enthusiasts, was struggling to gain traction and had only gathered 10,000 registered users, far short of their goal of 40,000, at a cost of €2.5 per register.

The CoolDown logo, consisting of a white icon of two overlapping speech bubbles above the word 'COOLDOWN' in a bold, white, sans-serif font, all contained within a red rectangular box.

COOLDOWN



WHAT WAS OUR PROPOSAL?

To deliver 30,000 registered users with a budget of €12,400, lowering the cost per register by 83.6% to €0.41.



HOW DID WE DO IT?

Long story short, because we're awesome.

In all seriousness though...

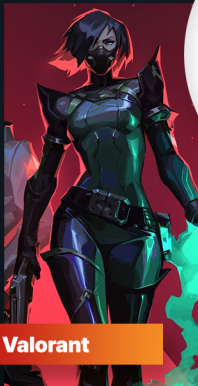
We know that influencer marketing is one of your most efficient tactics available when done right.

The problem businesses face is not knowing how to effectively communicate and negotiate with influencers, or how to find the right influencer-product fit without overpaying.



Fortunately for **AB InBev**, we are influencers ourselves, so executing a campaign like this was easy for us.

Since we were working with a beer company, we focused on influencers with strong communities within specific games that have a mature audience, such as **Valorant**, **CS:GO**, and **Apex Legends**.



Valorant



CS:GO



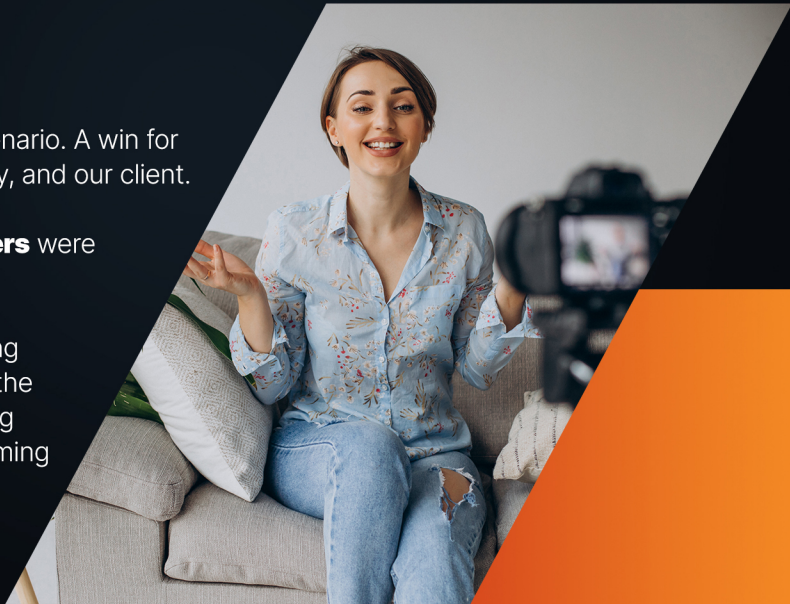
Apex Legends



We created a win-win-win scenario. A win for the influencer, their community, and our client.

Within 14 days, **100 influencers** were actively promoting our client.


We offered the best-performing influencers a chance to claim the remaining budget by promoting our client on their best-performing social media channels.





As a result, we were able to decrease the cost per registered user from €2.5 to €0.32, a decrease of 87.3%. We achieved 38,000 registered users for the client, surpassing their internal goal.

Once we gained a foothold on the platform, our paid advertising experts and content creators collaborated to identify the ideal audience for our client. Together, we created engaging video and display ads to attract esports fans to bars where they could watch matches in person.





This small project was the beginning of a deeper relationship between **mSocial** and **AB Inbev**, where **mSocial** became their partner to market several of **AB Inbev's** brands to gamers.