

# #BacardiTriangle Case Study

Leading national beverage distributor hosts exclusive island party, and turns to celebrity influencer marketing to get the word out



**BACARDÍ.**



## Overview

How do you know a digital marketing tactic has hit the big time? How about when an international brand like Bacardi leverages influencer marketing to raise awareness of their ultra-exclusive Bacardi Triangle Music Festival, held in Puerto Rico.

Working exclusively with high-reach influencers, Bacardi promoted content intended to drive awareness of the festival, and the sweepstakes tied to it. Additionally, focusing on spotlight artists including Calvin Harris, Kendrick Lamar and Ellie Goulding, Bacardi took advantage their celebrity influencers to engage fans before, during and after the festival.

## Solution

As Bacardi's goals for the campaign were clear, the company leveraged Find Your Influence's FYI Valet platform to find celebrity influencers whose target audiences matched their target consumers.

The influencers chosen – including [Sara Jean Underwood](#), [Anastasia Ashley](#), [Highsnobiety](#) and [Alec Monopoly](#), just to name a few – are all high interaction social media icons and bloggers who audience met Bacardi's focus (males, aged 21-24), and offered access to their followings on social media platforms.

Interactions were chosen very strategically – FYI worked with Bacardi and their campaign partners to drive traffic to a landing page for outreach, allowing target audience members to join the #BacardiTriangle celebrations, even if they couldn't be there in person.

Because of the excitement Bacardi was hoping to generate in support of the event, combined with the sheer volume of outreach required to be successful, the campaign relied very heavily on social media posts.

Influencers posted at least four Instagram posts before their departure to the festival, and contributed at least one post a day while in Puerto Rico. The influencers then posted campaign content across various platforms including Facebook, Twitter, Instagram and blogs, each linking back to the campaign landing page.

## Results

Because the nature of influencers that collaborated with FYI and Bacardi Triangle on this campaign, social media interactions on Twitter, Instagram and Facebook took center stage.

During the campaign, the #BacardiTriangle hashtag dominated social media:

- Twitter hosted **40,522** original tweets, **26,065** retweets for an estimated reach of **392.39 million**
- Instagram featured **5,544** posts, generating nearly **2.41 million** likes and an estimated reach of **134.65 million**
- Facebook hosted **79** posts, for **11,739** likes and an estimated reach of **3.18 million**



Put the power of influencer marketing to work for your brand

Contact [FYI's Samantha Ley](#) at 602.733.9323 today!

