

# .How Fuze Tea integrated Twitch into their influencer marketing strategy

## CASE STUDY



ÉTUDE DE CAS





## .The Context



Food & Beverage



Infused ice tea



France



[coca-cola-france.fr](https://coca-cola-france.fr)



[@fuzeteafrance](https://www.instagram.com/fuzeteafrance)

## .The Challenges

### Increase **Brand Awareness**

Fuze tea aims to promote **awareness** of their brand and line of products. They needed an effective marketing strategy that reached a young audience who **associate a moment of pause with a moment to enjoy Fuze Tea**.

### Build a presence **Twitch**

Fuze tea wanted to partner with streamers to succeed in creating the **brand's first content on Twitch**.

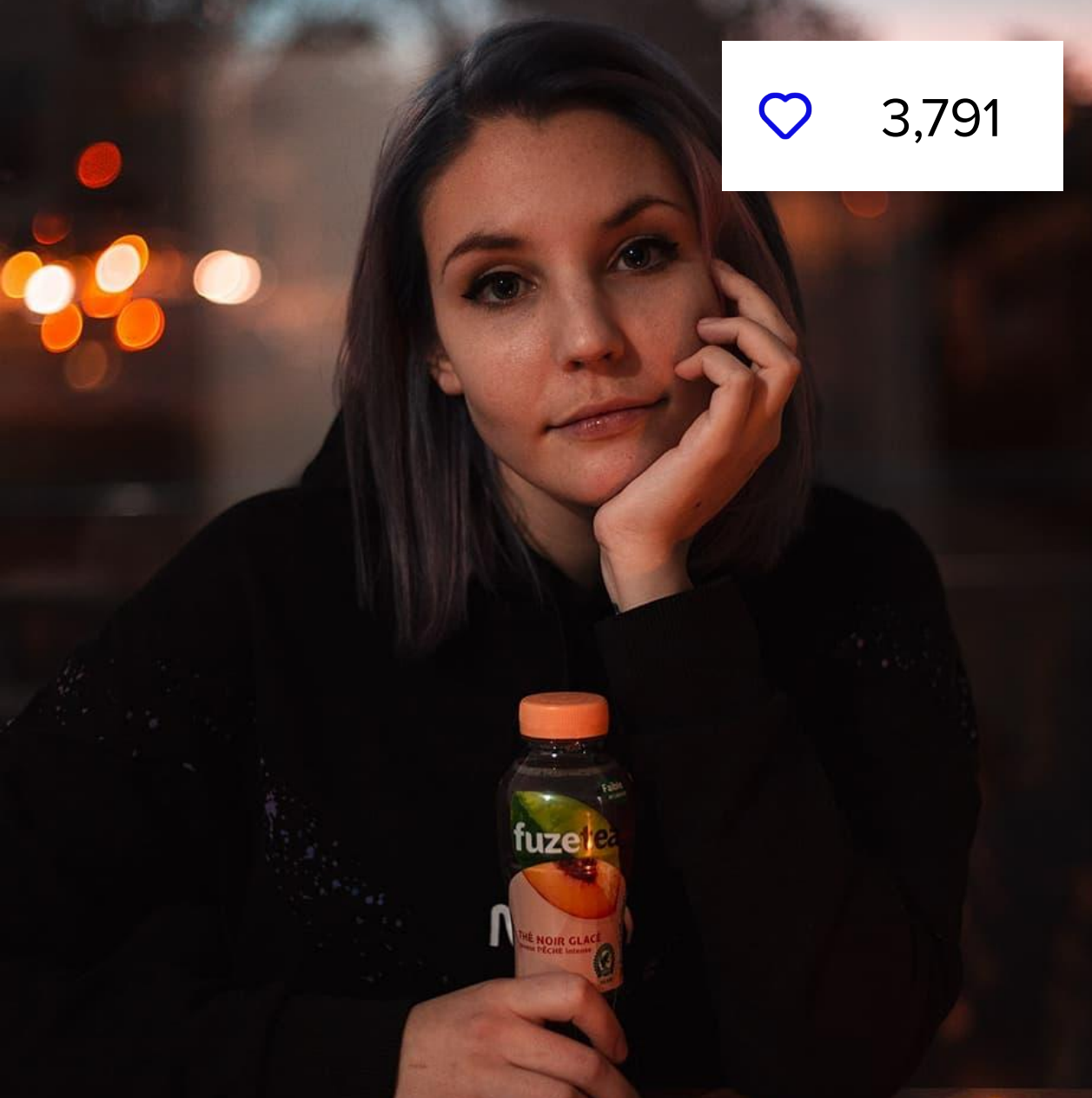


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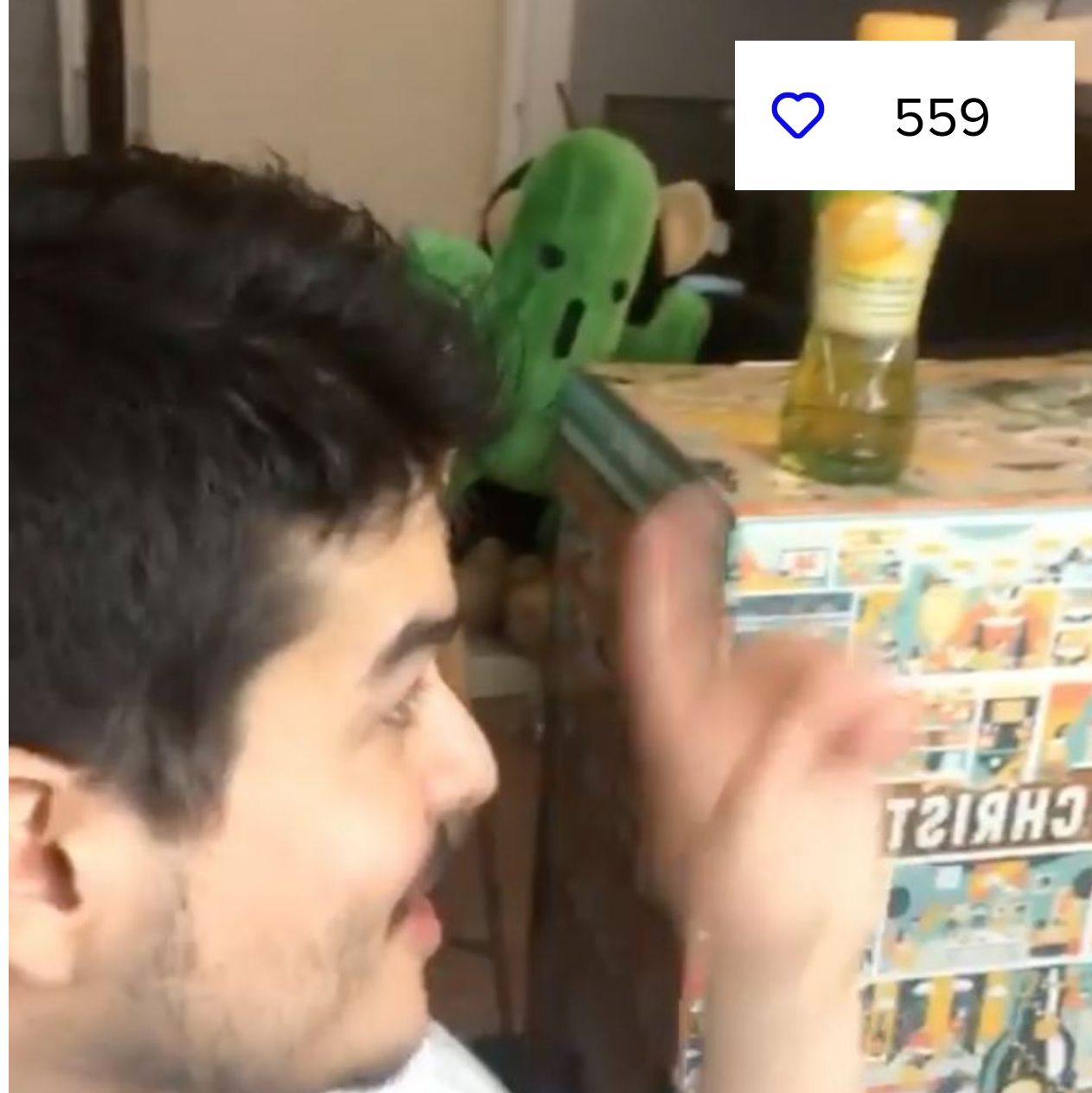
[hey@upfluence.com](mailto:hey@upfluence.com)



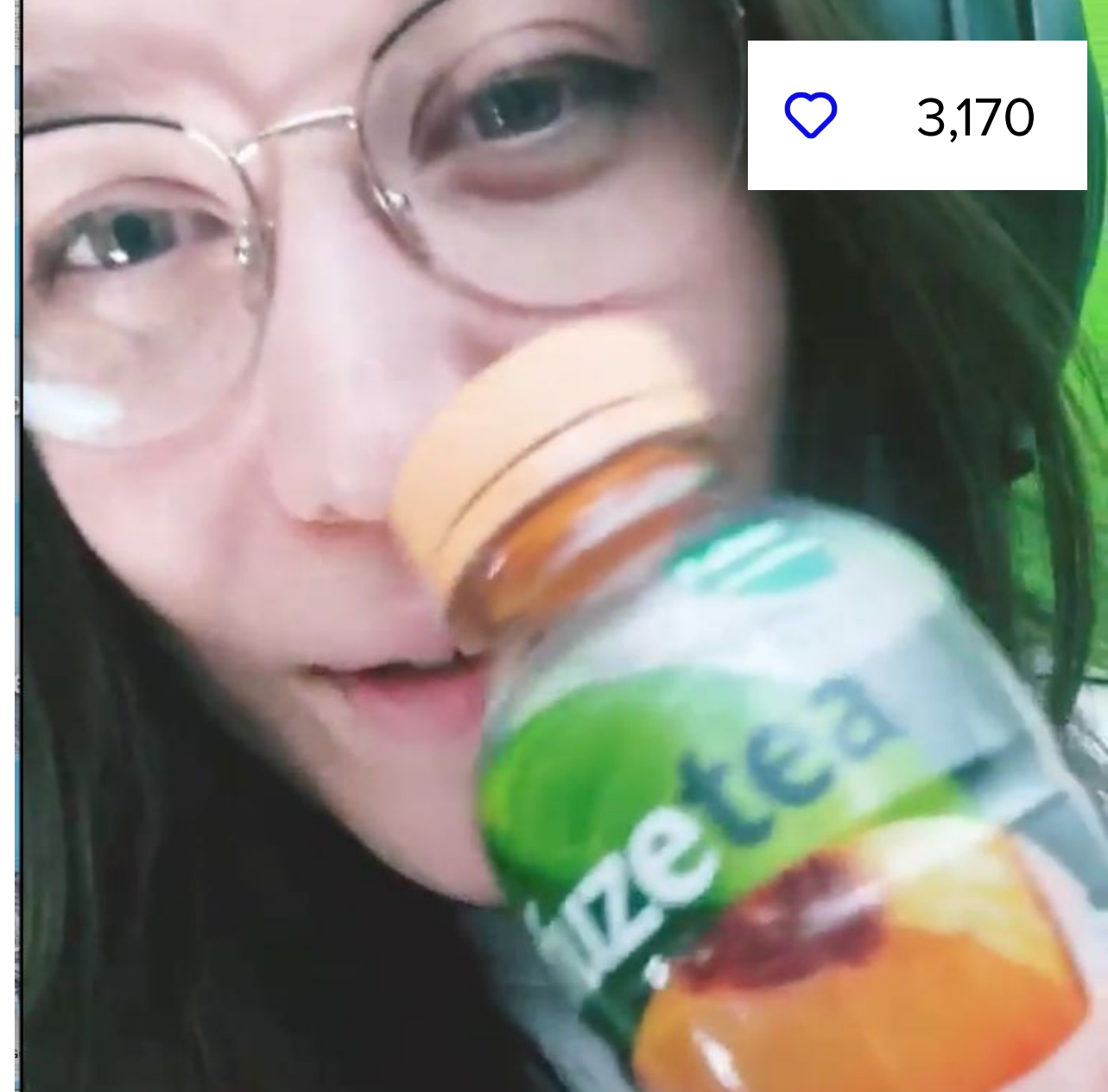




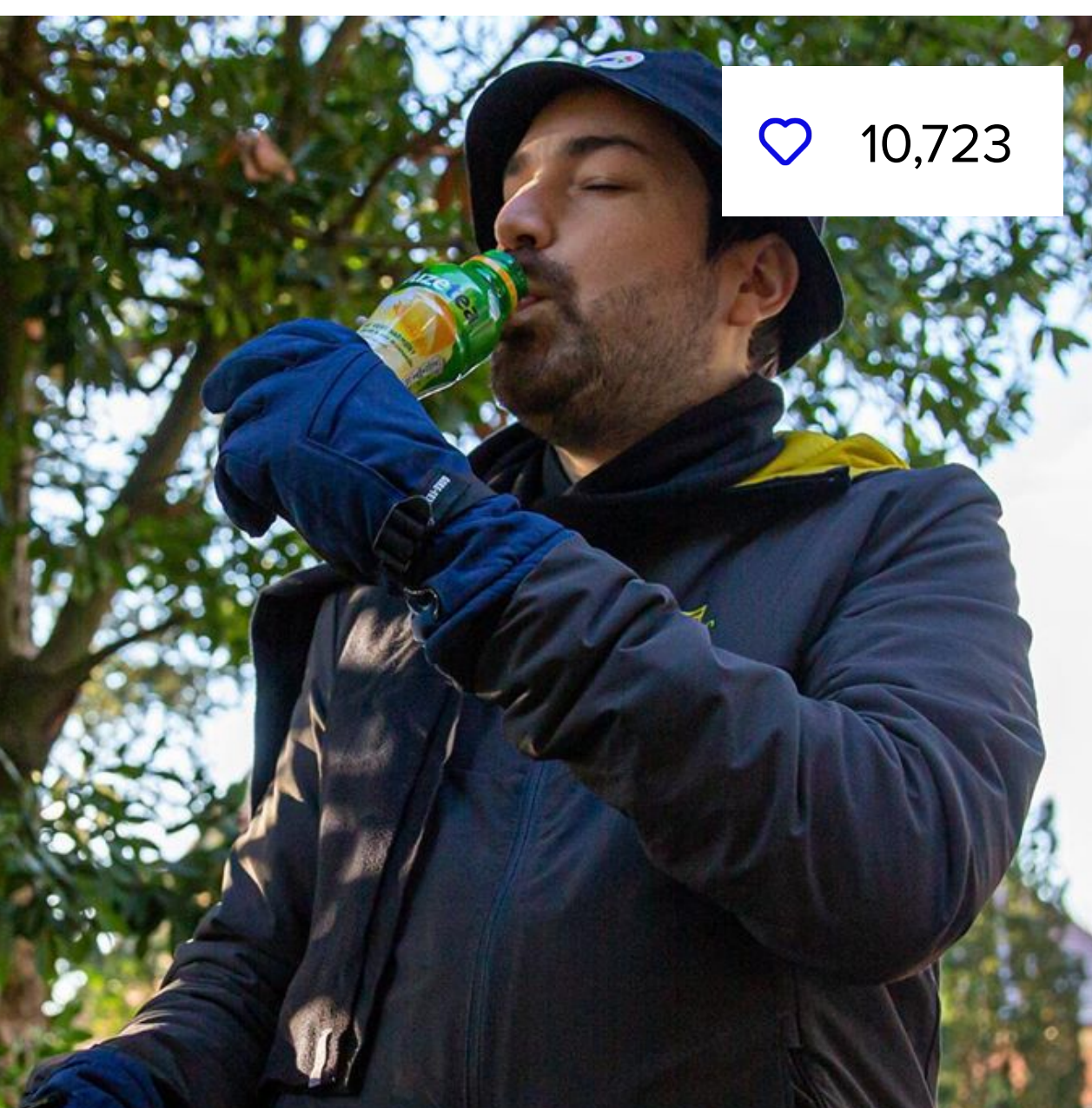
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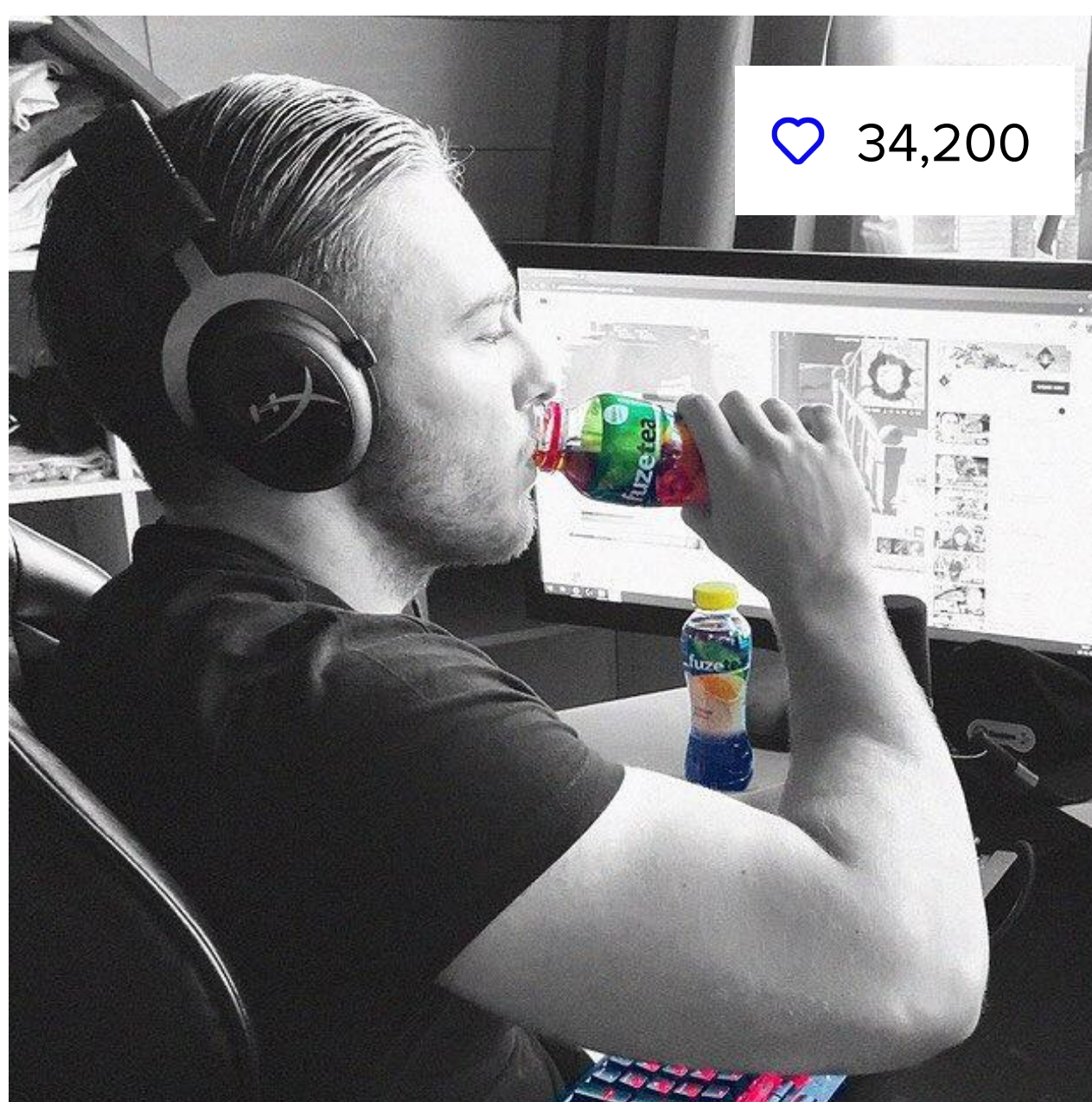
559



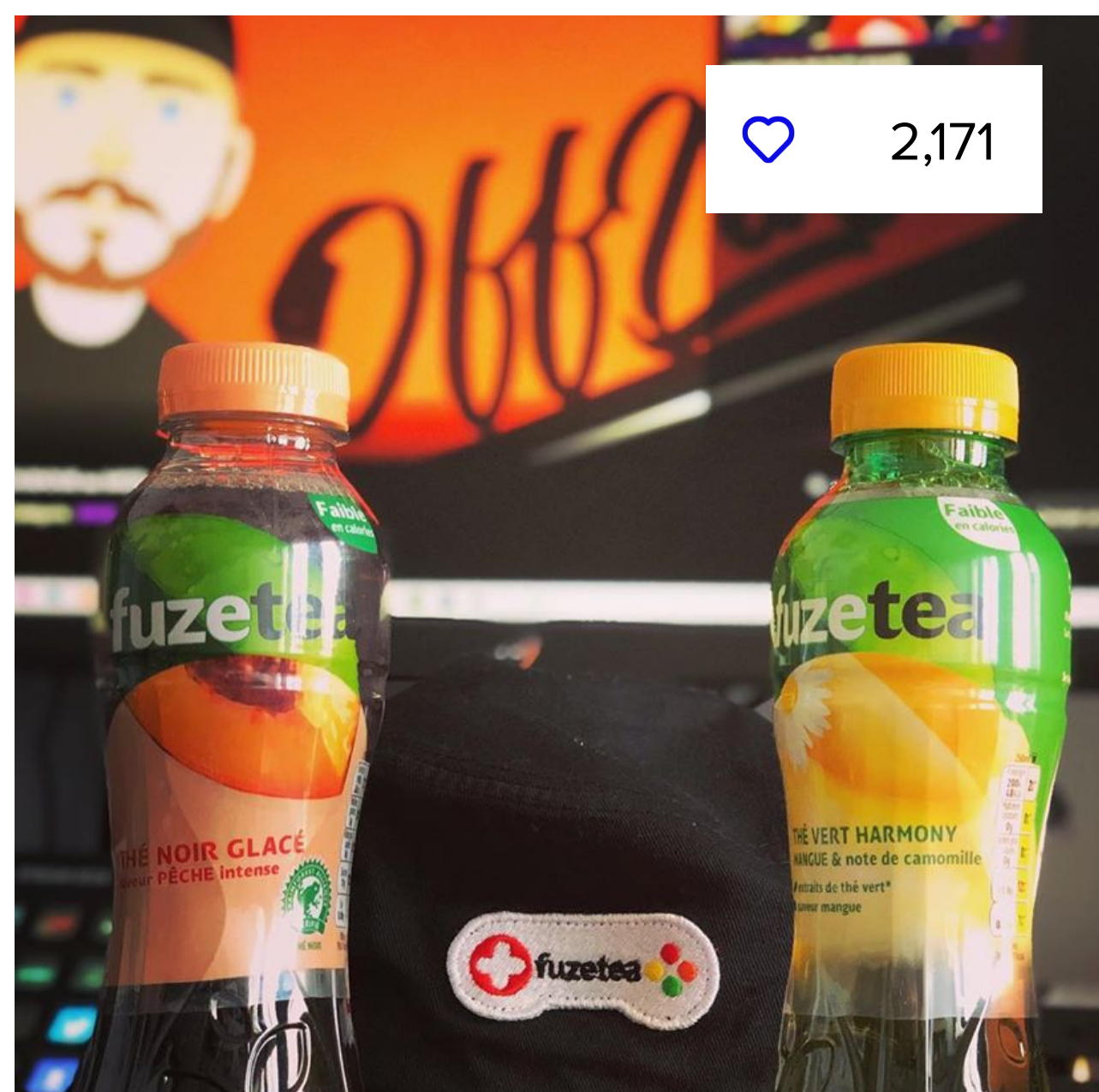
3,170



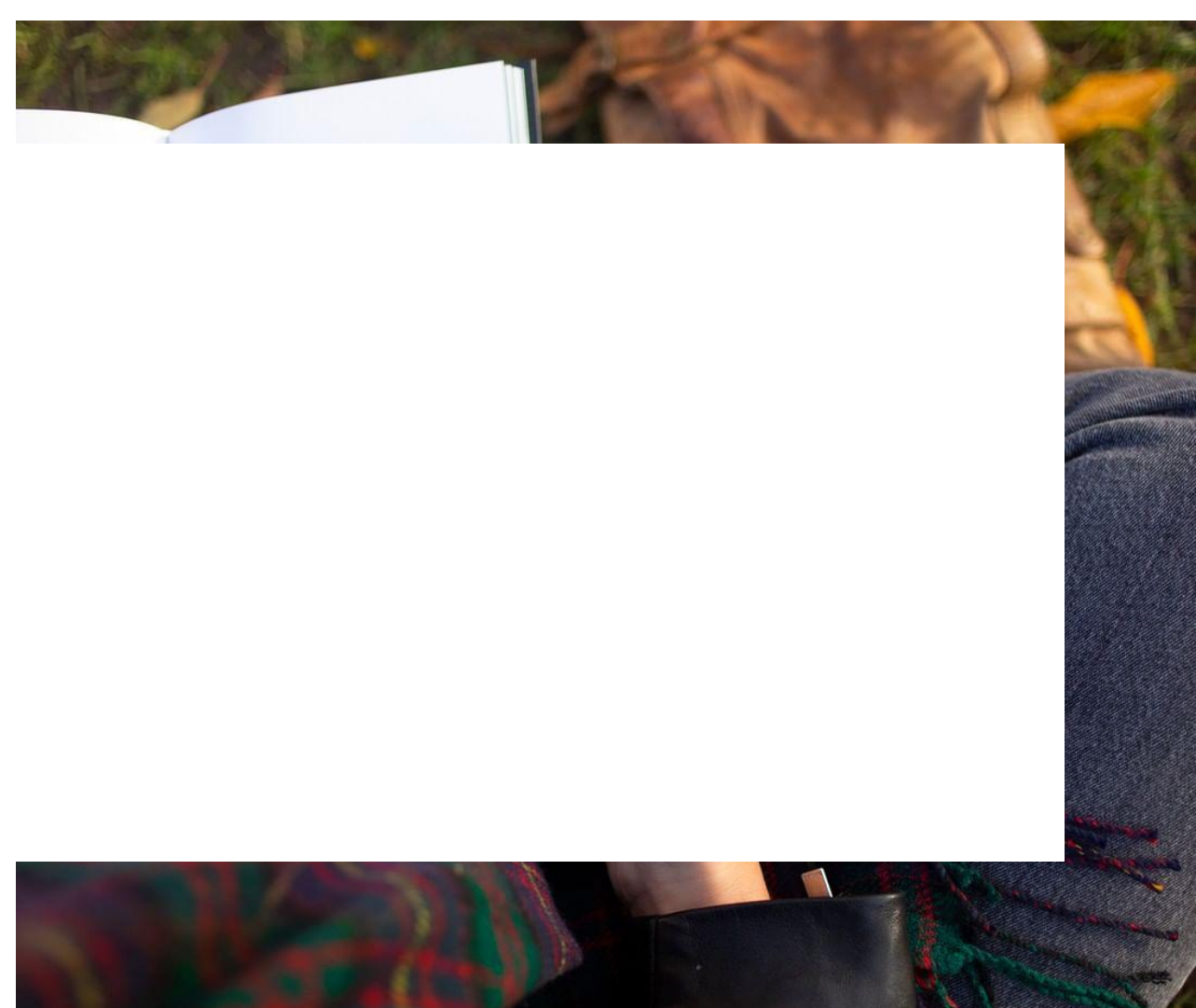
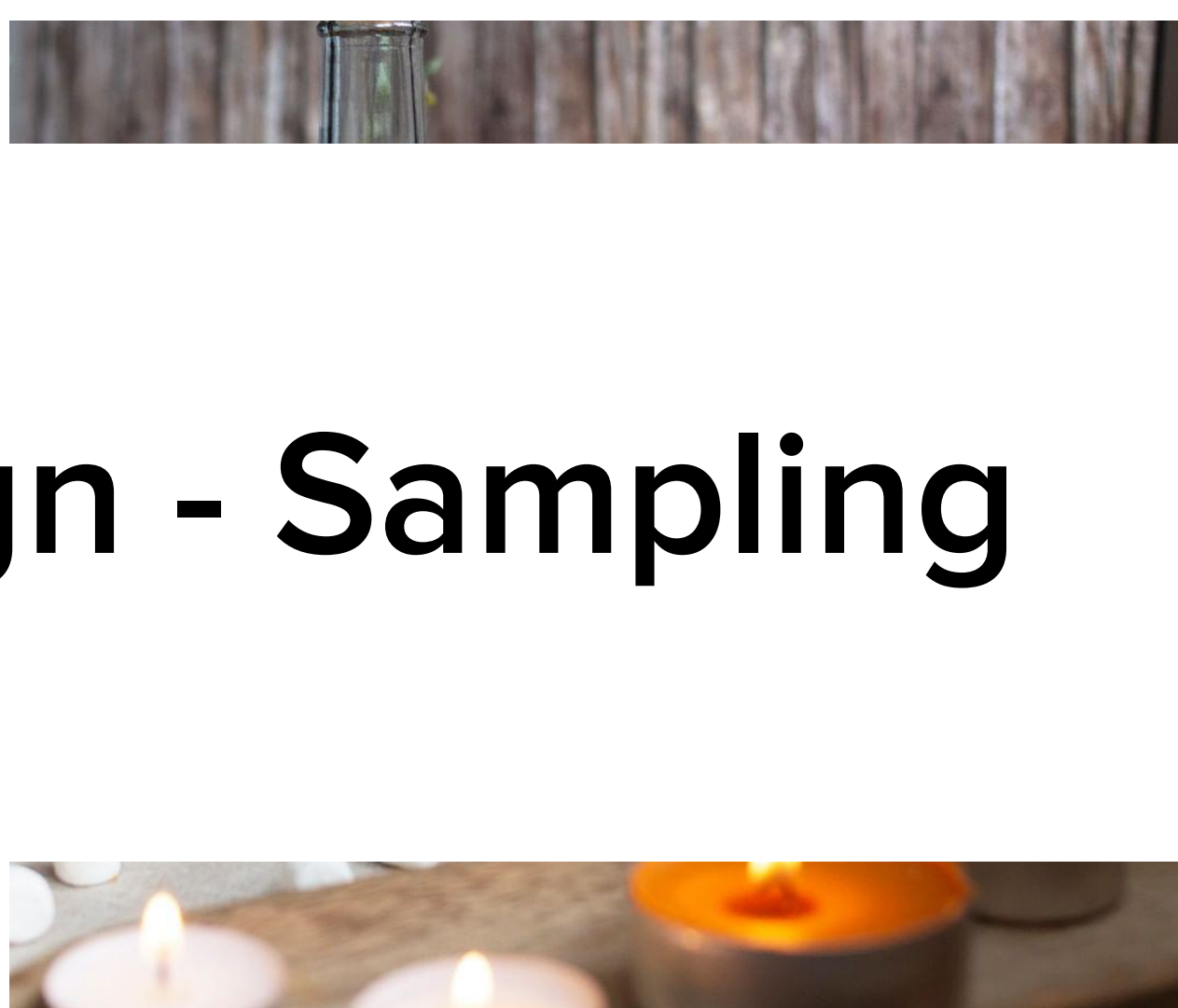
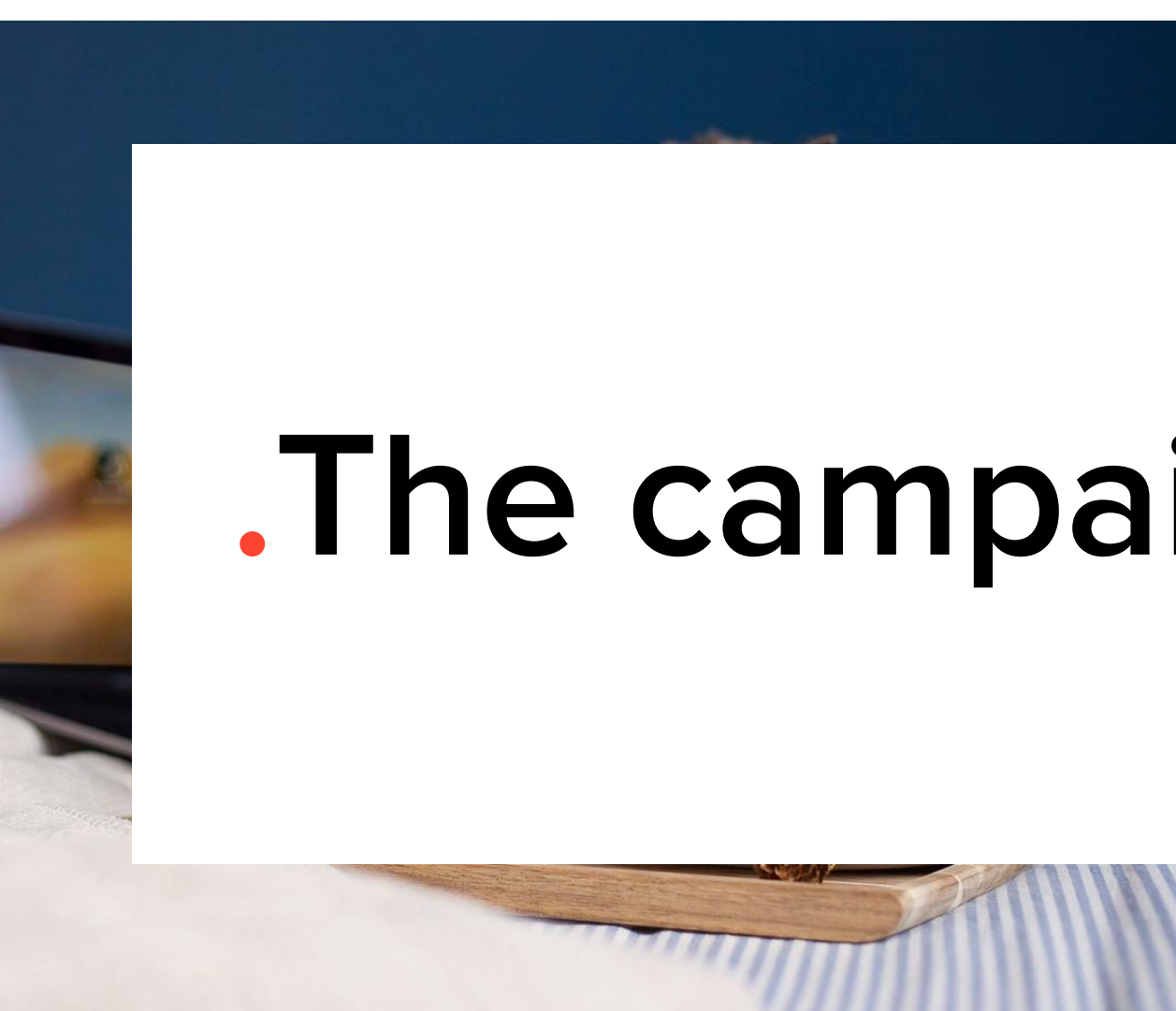
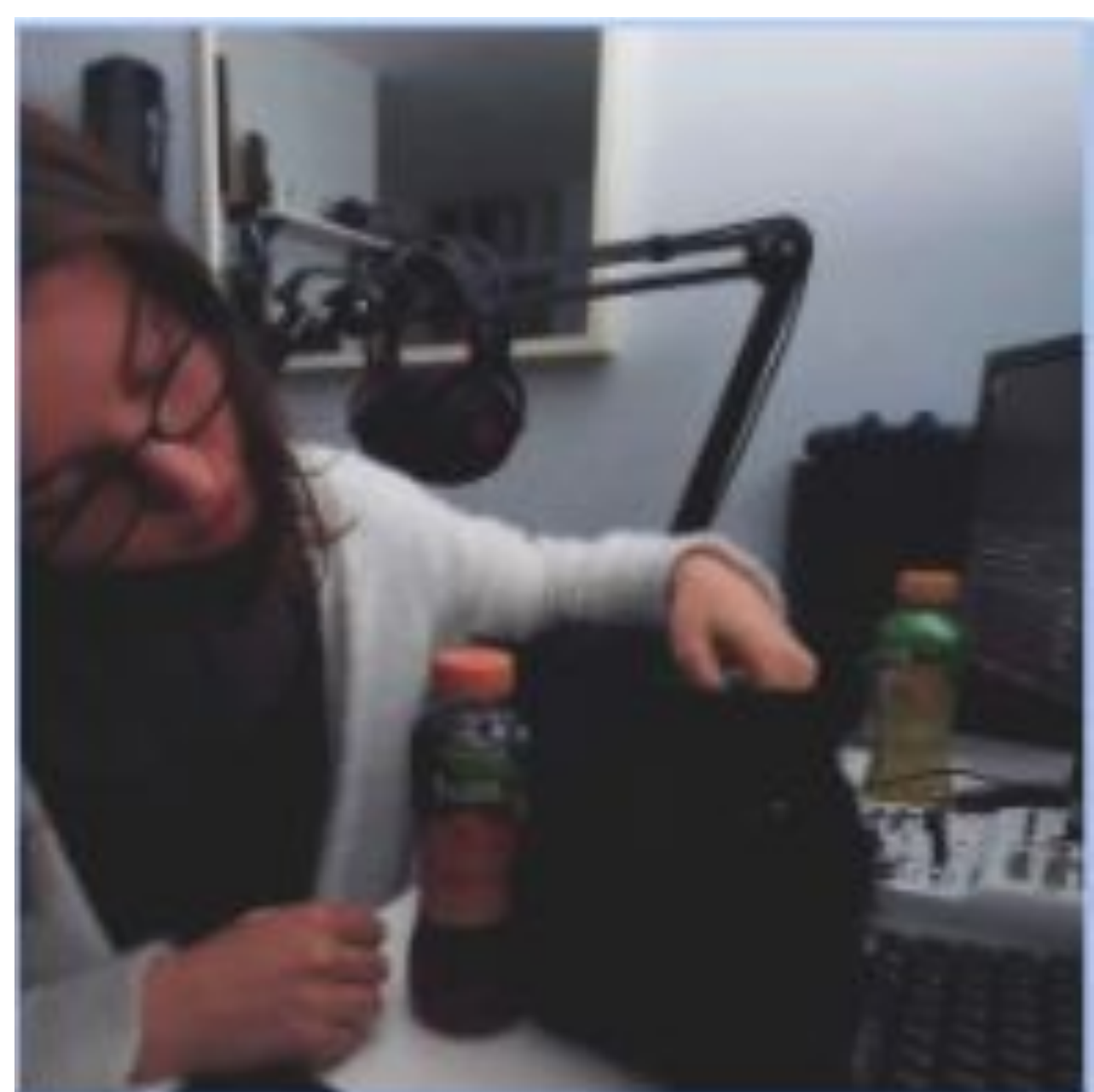
10,723



34,200



2,171



## .The campaign - Sampling



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# .Appendix

## KPIs Explained

### Average Concurrent Viewers

The number of simultaneous viewers of a live-stream calculated minute by minute, added up and averaged for the total stream duration during the selected time period.

### Average Engagement Rate

An engagement is any interaction with a post on social media (like, comment, share etc). The average engagement rate is calculated by adding the total number of engagements divided by the number of followers x 100.

### Estimated Reach

Number of users on a social media platform that have seen a particular piece of content.

### Impressions

The total number of times a piece of content was displayed.

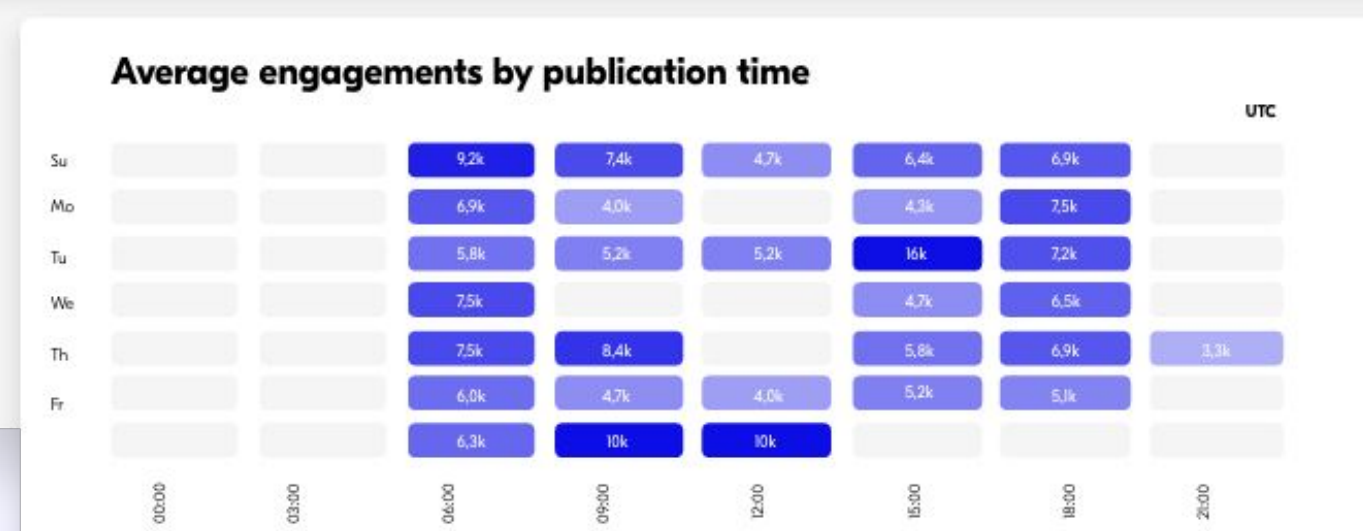
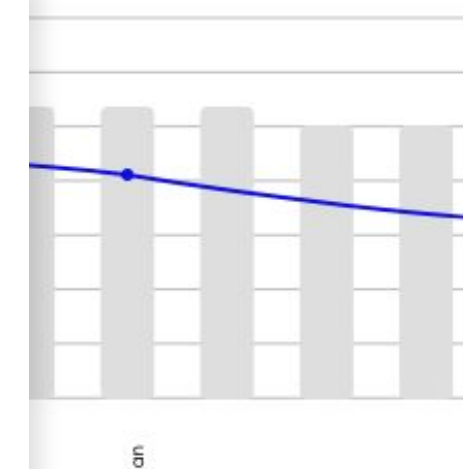
### Interaction

Communication between a user and a post or another user. Positive interactions include likes, comments, shares and mentions.

### Live Views

Total number of views of a live-stream.

3 0 0



99%  
Real followers

100%  
From USA

0-17  
18-24  
25-34  
35-54



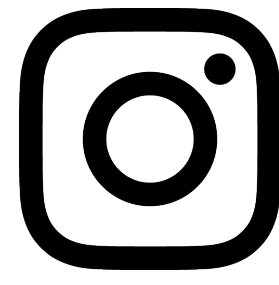
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# .The results



**1,360,487**

Community Size

**520M**

Estimated Reach

**630K**

Impressions

**94K**

Interactions



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# .The results



**47K**

Unique viewers on Twitch

**13K**

Viewers of 'Fuze Tea  
pause' segment

**1,630**

Average concurrent  
viewers

**870**

Total minutes  
streamed



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# .Influencer Marketing as an Approach

## GAMING INFLUENCERS VS LIFESTYLE INFLUENCERS



### 23% MORE CONTENT PUBLISHED

Working with 6 influencers the amount of content published rose from **2.7 to 3.5 posts per influencer on average**. This shows that overall gaming influencers are more active.



### DOUBLE THE NUMBER OF IMPRESSIONS

Having a presence on Twitch improved the display of content. The correlation between the campaigns on **Instagram and Twitch led impressions to increase by 47%**.








### A MORE ENGAGED AUDIENCE

Gaming influencers are more selective about brand partnerships which explains why their **community is more engaged** when they decide to participate in them. In this campaign **interactions increased by 83 %**.



### TARGET AUDIENCE

-  Instagram & Twitch
-  Age +16
-  France
-  Micro + Mid-size + Macro
-  Affiliation Sampling



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# .Influencer Selection

## MACRO INFLUENCERS



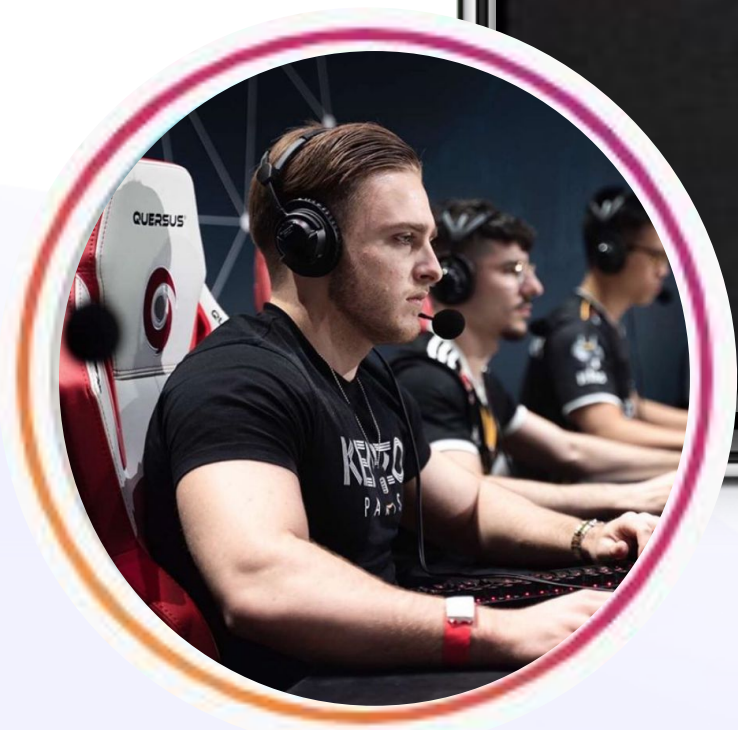
**400K**

Followers



**8.71%**

Engagement rate



**@teeqzyk**

## ENGAGED AUDIENCE



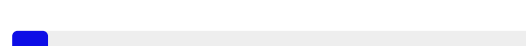
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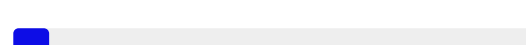


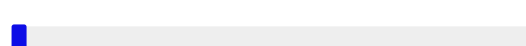
72 %

## COMMUNITY

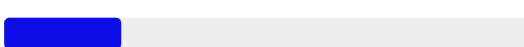
FR  40 %

TN  08 %

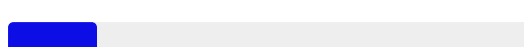
US  08 %

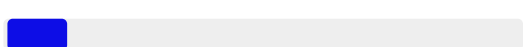
BE  04 %

## LOCATION

0-17  29 %

18-24  41 %

25-34  18 %

35-54  12 %

## AGE



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# Influencer Selection

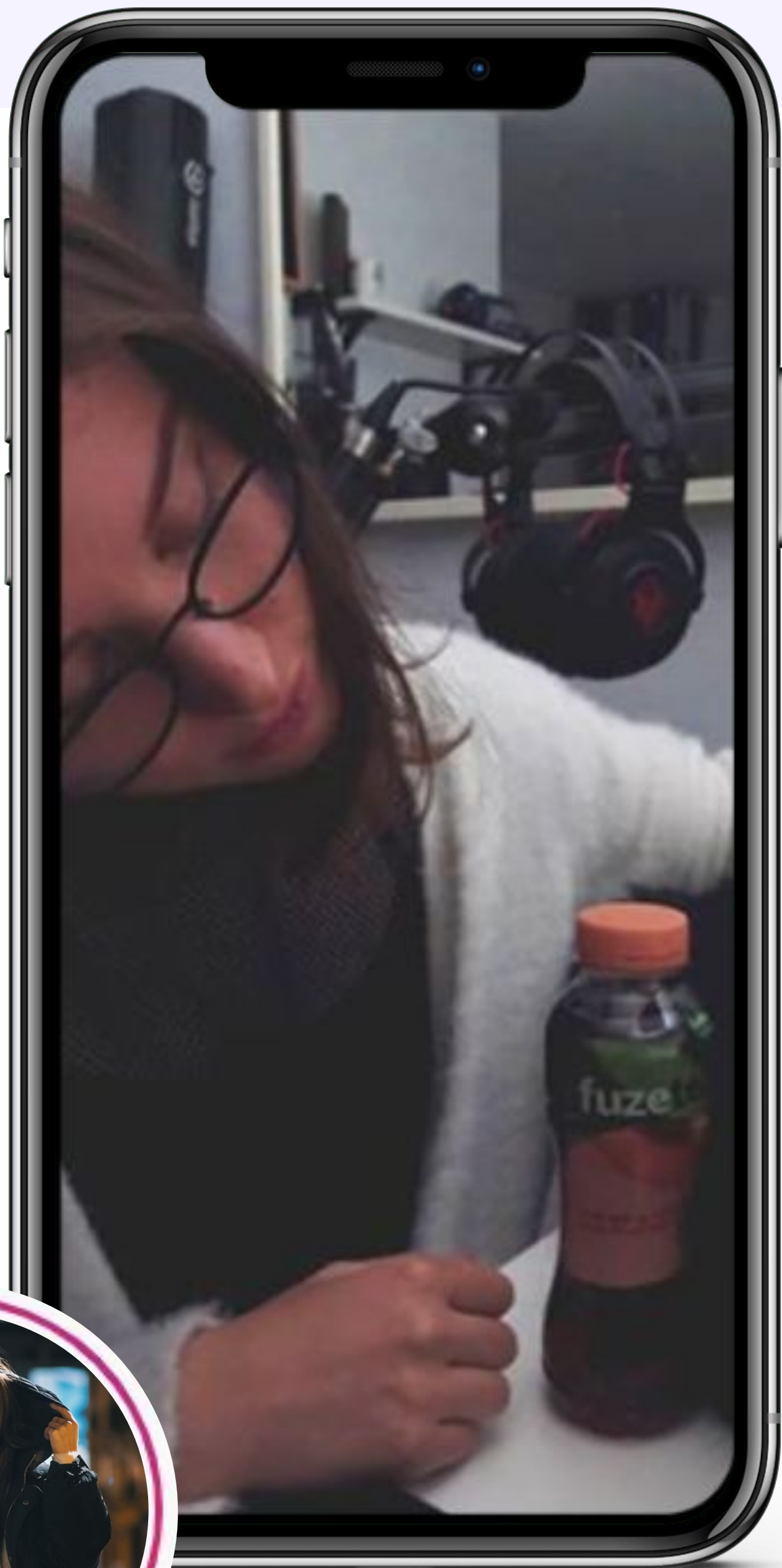
## MICRO INFLUENCERS



26K  
Followers



12.4%  
Engagement Rate



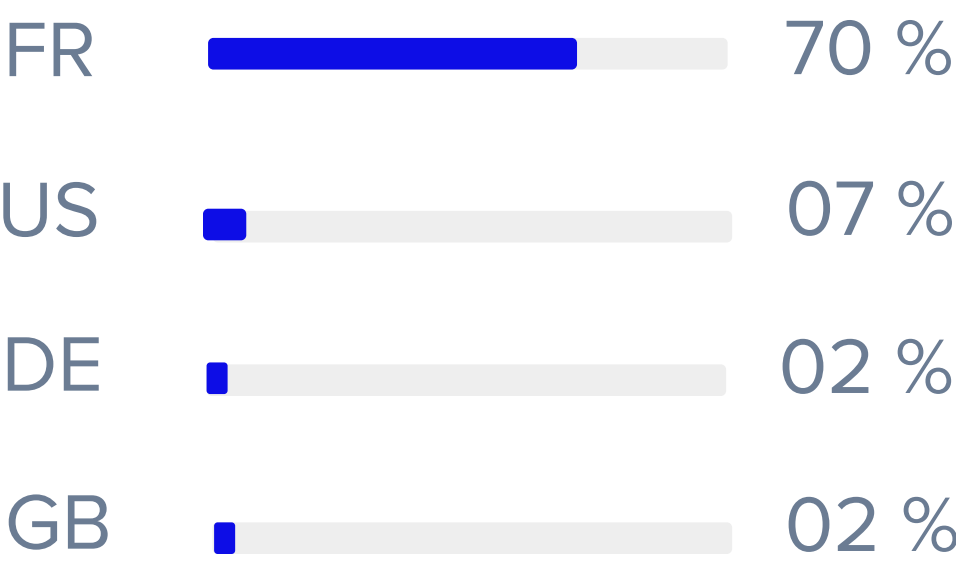
@aayley\_

### ENGAGED AUDIENCE

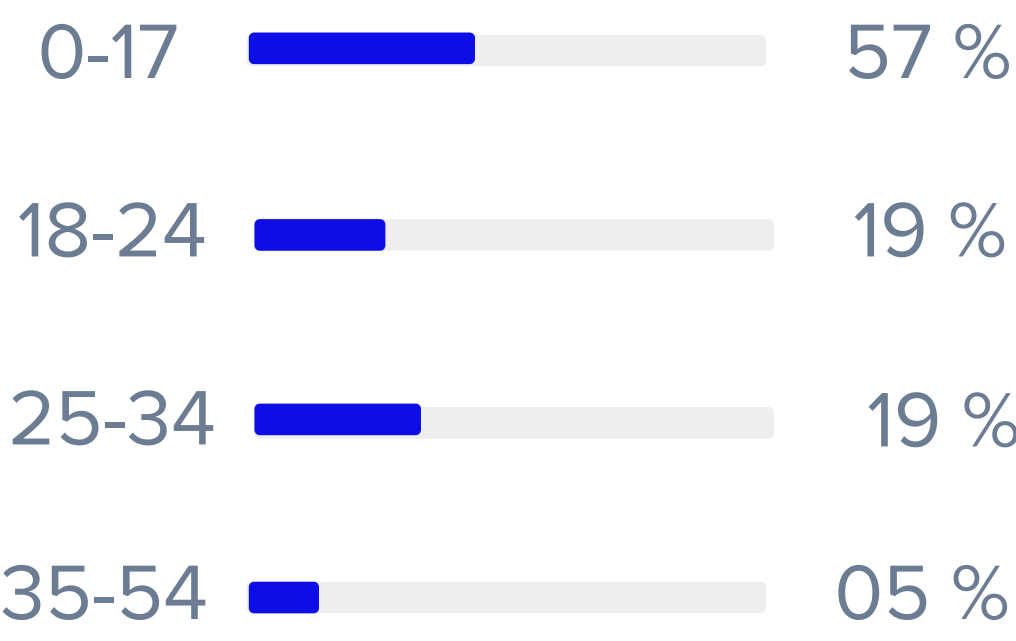
♀ 34 %

♂ 66 %

### COMMUNITY



### LOCATION



### AGE





# Influencer Selection

## NANO INFLUENCERS



6K

Followers



9.94%

Engagement Rate



@shaunzpro

### ENGAGED AUDIENCE

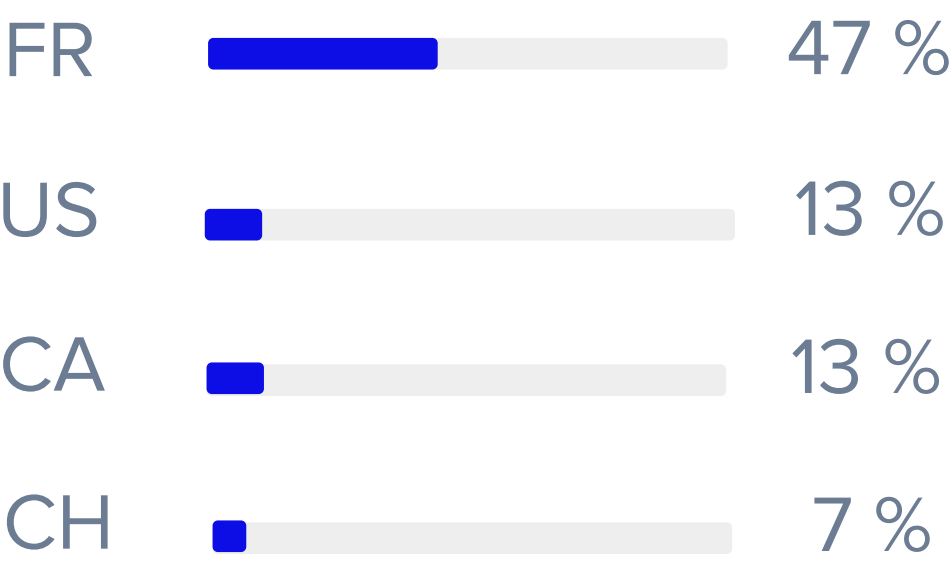


62 %

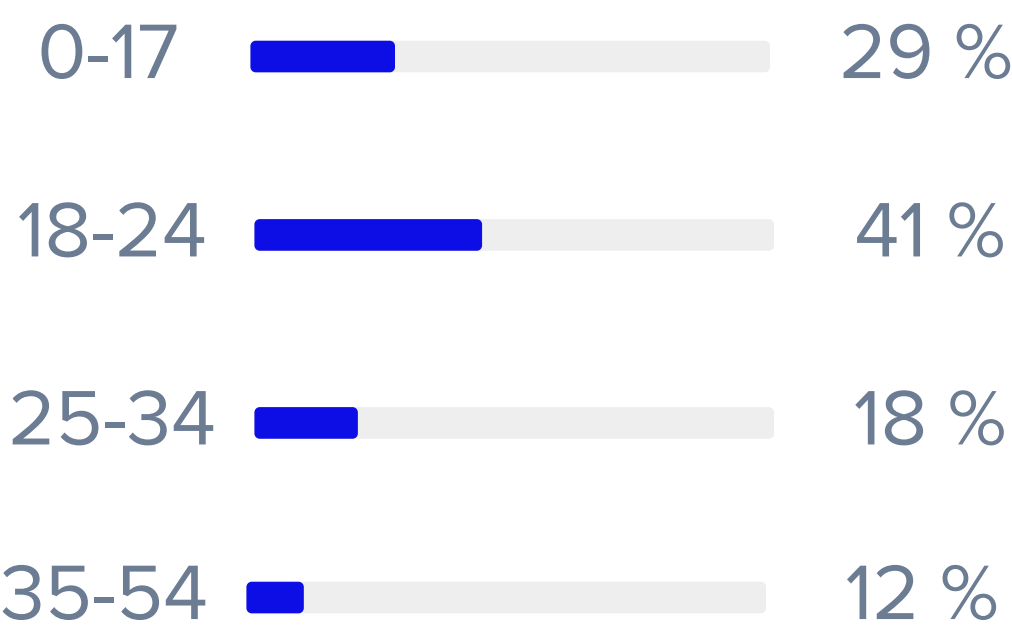


38 %

### COMMUNITY



### LOCATION



### AGE



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# .Key takeaways

Fuze tea took advantage of influencer marketing to leverage **Twitch** and create a strong identity in the Gaming community thanks to partnerships with streamers.

For **50 % of the streams**, the 'Fuze Tea pause' segment recorded **the highest peak of viewers** during the live stream.

The brand's **storytelling and creative angle** motivated influencers to create extra content.

To reach the **gaming audience**, the brand needed to develop long-term partnerships, **to avoid 'one-shot' streams and build customer loyalty through a series of live streams.**



Gaming influencers only undertake partnerships for products that they adore and the **authenticity is evident** in their content. The gaming community had very **positive feedback** in response to the campaign.

“

“Influencer Marketing allowed the brand to capitalize on the reputation of influencers to invite the public to come together to enjoy a Fuze Tea.”



# .More Stories



BURROW

mayoral



sopra  steria



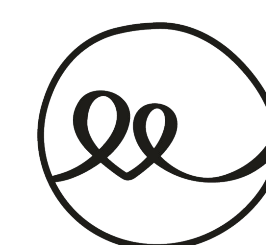
Ricola

BRAUN



Ω  
OMEGA

MICRO CENTER  
computers & electronics



MAPIFUL

More Case Studies



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