

**FUCHS
FABRIK**

KENWOOD

#YouNeverCookAlone

Instagram Giveaway Report

May 2020

THE IDEA

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The world is facing new challenges like we haven't seen it before.

People are spending more time than ever at home and we saw an opportunity to start a movement within our community and beyond.

The idea was to connect people on our most active social media channel – Instagram – by giving them a chance to show their favourite STAY-AT-HOME dish and with whom they would share it during these challenging times – combined with a giveaway of 3 Kenwood Chef Sense XL machines.

The feedback that we have received was tremendous and we were able to strengthen the position of Kenwood as an empathic brand.



THE PROCESS

REPOST

the Kenwood Instagram
Story with your answers

SHARE

your favourite
STAY-AT-HOME dish

WIN

1 out of 3 Kenwood
Chef Sense XL Machines



TIMELINE

15.APRIL

Start of Conception



20.-30.APRIL

Giveaway Runtime



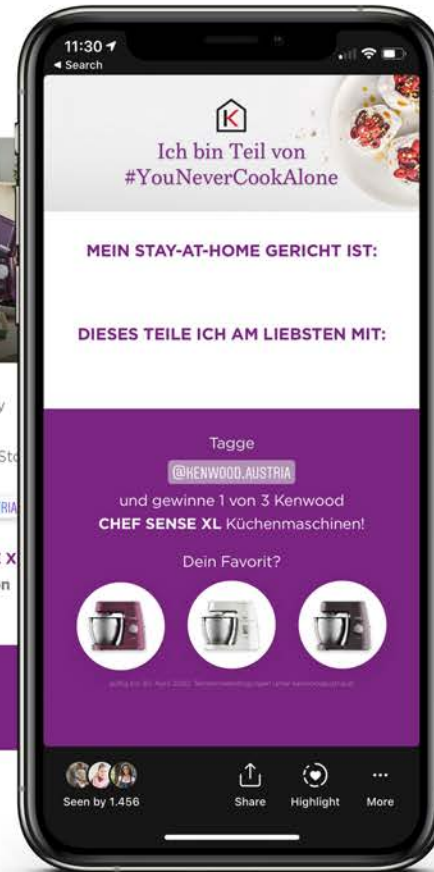
1.-9.MAY

Goodie Bag & Newsletter Signups

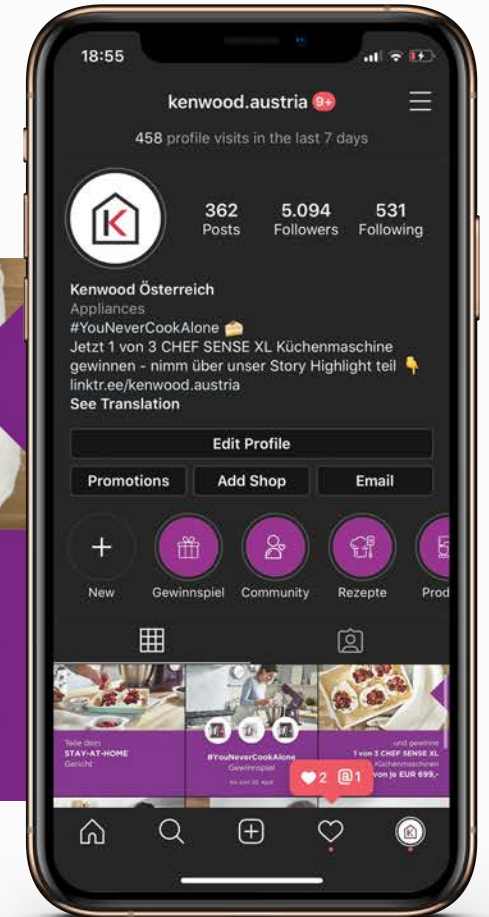


THE CREATIVES

CREATIVES



CREATIVES



CREATIVES - ADS



INFLUENCERS



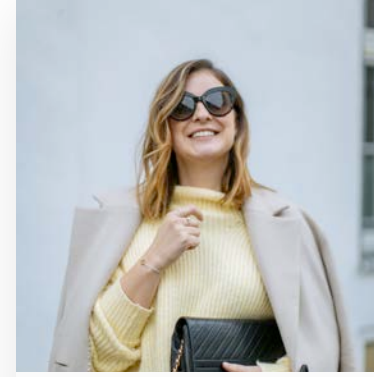
@bakingbarbarine
21,9k Followers



@littlebee_wien
13,4k Followers



@schnabula_rasa
31,1k Followers



@amigaprincess
15,3k Followers



@gauumenschmaus
23,9k Followers

IN TOTAL 9 INFLUENCERS SHARED OUR GIVEAWAY WITH A **> 180k** AUDIENCE COMBINED

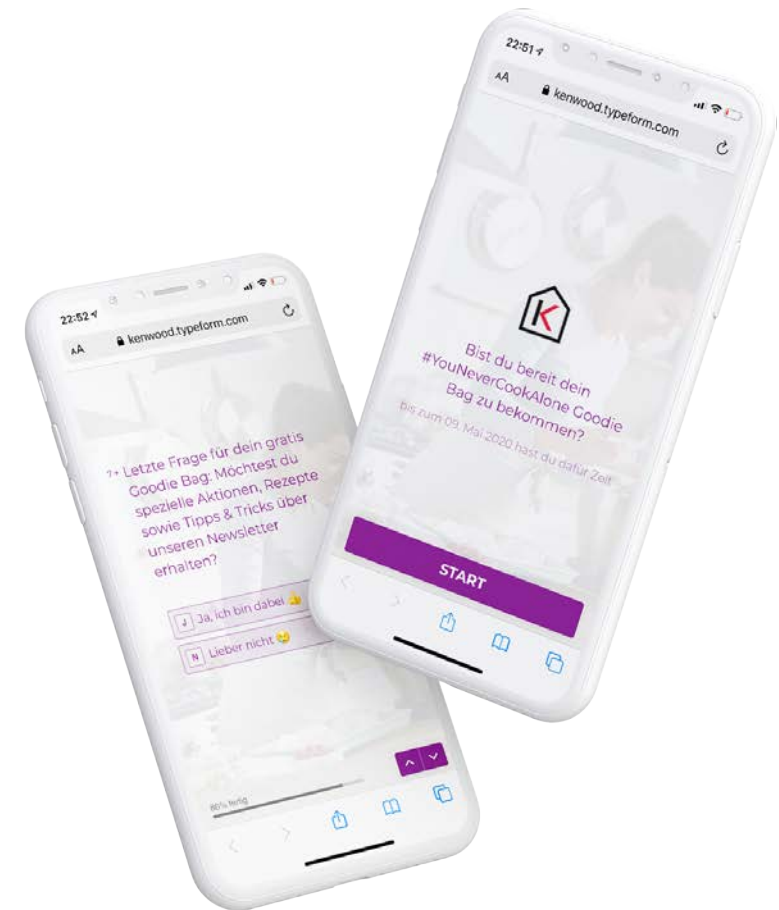


GOODIE BAGS FORM

Participants that haven't won the giveaway were personally invited to receive a branded goodie bag by completing a dedicated form

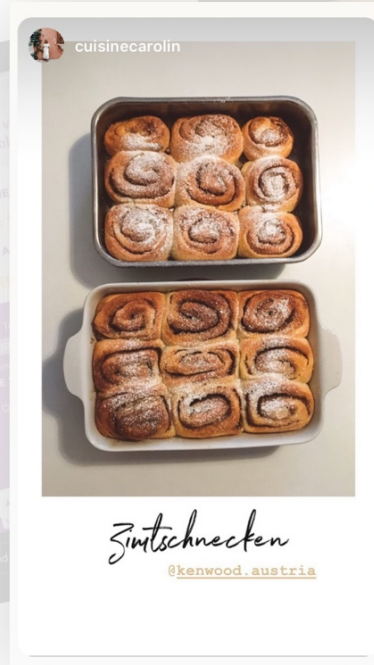
We were able to gain 323 qualified addresses & 226 signups for our newsletter, but more important:

We made sure that every participant had a positive moment with Kenwood during this time



THE FEEDBACK

SUBMISSIONS



COMMUNITY FEEDBACK

"Thank you for this great opportunity! That's something you could only dream about"

Danke für die tolle Gewinnchance 🥰 davon kann man ja nur träumen 🙌🥰

"Thank you! Great giveaway, I hope I get lucky!"

Dankeschön! Tolles Gewinnspiel, ich hoffe, ich hab etwas Glück 😊

"Thank you for this opportunity and that you bring some joy to the people in these times"

Danke euch für diese tolle Chance 🥰 und dass ihr den Leuten in dieser Zeit eine Freude machen wollt 😊

"Thanks for such a cool giveaway! It would really be an upgrade to my kitchen"

Danke für das coole Gewinnspiel! Es würde wirklich meine Küche bereichern ;-)

"I'd be extremely happy! I am a huge Kenwood fan"

Würd mich extrem freuen 🥰 bin ein großer Kenwood Fan 🥰



LET'S TALK NUMBERS

HIGHLIGHTS

20.April - 1.May 2020

902.653

IMPRESSIONS

+693

FOLLOWERS GAINED

385

QUALIFIED PARTICIPANTS

323

GOODIEBAG-SIGNUPS

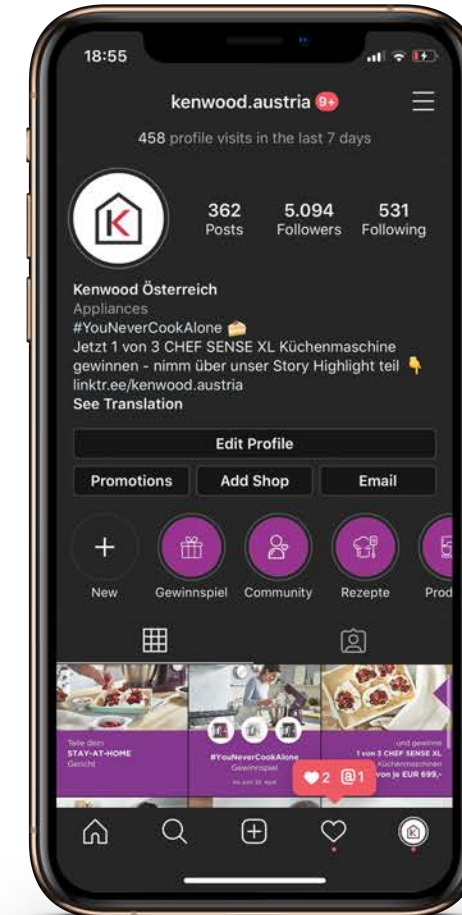
226

NEWSLETTER SIGNUPS



INSTAGRAM OVERALL

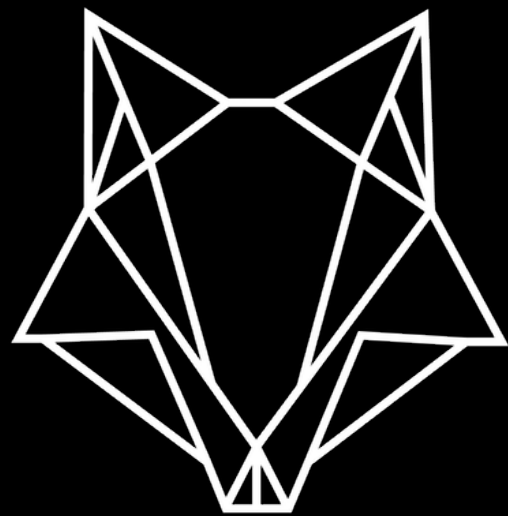
	20.4.-1.5.
Impressions	902.653
Posts (Story & Feed)	34
Followers gained	693
Reach	344.246
Engagement-Rate	2,34 %
Influencers who shared	9



INSTAGRAM STORIES

	20.4.-1.5.
Ø Completion Rate	93,28 %
Stories posted	31
Impressions	45.528
Ø Reach/Story	1.052





**FUCHS
FABRIK**

We say thank you for making
this possible together!

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