

CASE STUDY

PHILIPS

'No Sleep Til Austin'

MARCH 2018

Philips Sleep and Respiratory Care elevates the SXSW experience for eight influencers, making World Sleep Day the focus of their social storytelling

CHALLENGE

Leading up to World Sleep Day, drive global awareness for the importance of sleep and insert Philips organically into the conversation.

SOLUTION

Invite international influencers on an exhausting three-day road trip to share sleep deprivation stories.

PROGRAM

Eight influencers 'traveled like rock stars' on a tour bus from LA to Austin to attend *Sleep* - a Philips-sponsored concert at SXSW. Along the way, influencers visited iconic landmarks and shared the impact of sleep deprivation on their social channels using #NoSleepTilAustin. Additionally, their experiences were recorded & released as a content series, distributed via Philips' paid social channels.

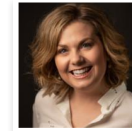
RESULTS

- 83 influencer posts / 5.6M Potential Organic Reach
- 16.8M impressions served / 2.6M video views
- 8% overall ad recall lift / 40% video retention

JULIUS FEATURES LEVERAGED

- Search Filters: Location, Ailments
- Lists: Customized Stages
- Campaign Management: Messaging, Deliverables
- Reporting: Auto-Detection, EMV
- Customer Success: Identification Support, Consultation

"Being able to see what our influencers were doing across the entire campaign in one place was so helpful. Julius gave us an across platform view for all activity in a clean and easy to understand format."



JESSICA NEEZE

Philips - Sleep and Respiratory Care
Social Media Manager

