

#BudsandBurgers Case Study

International brewery celebrates hyper-local National Burger day party with beer, burgers and influencer marketing



Overview

World-renowned for their humble beginnings in America's mid-west, Budweiser hosted the inaugural Bud & Burgers Championship at their home brewery in St. Louis. Designed to celebrate two of America's favorite things, the event brought together the best burger chefs from around the country to compete for a \$100,000 prize (and the title of America's best burger).

So how do you get the word out, particularly to local St. Louis types? Budweiser turned to Find Your Influence's (FYI) leading influencer marketing platform for help.

Solution

Find Your Influence began the campaign with Budweiser by establishing goals and the type of demographic they wanted to reach, and who they wanted to collaborate with - entertainment geared, sports oriented and/or college-aged bloggers in St. Louis.

FYI connected Budweiser with a variety of local (St. Louis-based) influencers that matched the demographic, and recruited them to the campaign. To maximize success, the influencers leaned heavily on Twitter to boost outreach to the college-aged (over 21, of course) population exponentially.

As part of the campaign, influencers created five different posts for posting on various social media platforms, detailing what the event would offer and advertised it as a fun way to spend the day. Influencers made sure to refrain from topics like alcohol abuse, profanity or any offensive language.

The posts also included the hashtag #STL to generate local buzz, and the hashtag #BudandBurgers, along with unique images and media provided by Budweiser. Influencers used quick quips and posed questions to their followers to help the campaign take off, and promote the event in a genuine and interesting way.

Results

Conversation about the event went through the roof on social media. Twitter was, by far, the most part of the campaign.

- Featuring **775** tweets, more than **1,500** retweets and an estimated reach of a **18.34 million**
- Eight Facebook posts generated an estimated reach of **29,000**
An earned blog post generated **167** unique views, and using a proprietary tracking URL influencers generated over **12,120** unique clicks



Budweiser 
+ BURGERS

Put the power of influencer marketing to work for your brand
Contact FYI's [Samantha Ley](#) at 602.733.9323 today!

