



RCL FOODS Riding High on TikTok and Beyond!



AT A GLANCE

Using TikTok's coolest influencers, we cooked up an awesome campaign with RCL Foods to spice up their Management Trainee competition! We set out to woo and wow fresh grads, inspiring them to jump in by whipping up TikTok videos using the Hungry for Success filter. It was all about blending creativity with career aspirations as grads stirred up their secret recipes for success.

OBJECTIVE

RCL FOODS set out to make their Management Trainee Competition irresistible to fresh grads! Their goal? To spark excitement, show off unique opportunities, and inspire grads to join the journey with RCL FOODS. So, we crafted a cool narrative that spoke to grads' ambitions, using fun content and channels to fire up motivation. The aim? To get grads pumped to flaunt their skills and hop on board RCL FOODS' path to success!

SOLUTIONS

In our journey to boost brand buzz for RCL Foods, we set sail on a social media adventure like no other! We dived deep into the sea of platforms, discovering TikTok as our treasure trove – it stole the spotlight with its crazy mentions and massive reach! But hey, Facebook, Twitter, and Instagram were right on its heels, making waves too. Our secret? Picking the perfect platforms! We surfed through Facebook, Twitter, and Instagram, using their storytelling magic to spread our message.

HIGHLIGHTS AND RESULTS

- > RCL Foods won Gold for Best Digital Campaign for 20 or Less Grads
- > RCL Foods won Silver for Best Integrated Campaign for 20 or Less Grads
- > Total Reach of 564,605 and over 4 Million Impressions
- > 129,833 In Total Engagements
- > Presence Score of 56%
- > 96.8% Positive Sentiment

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