

B&W TRAILER HITCHES | VIDEO STRATEGY

#TowingAdventure

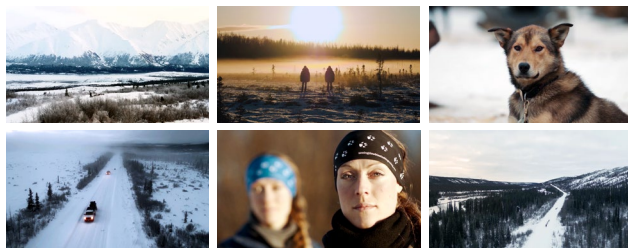


B&W TRAILER HITCHES IS CONTINUING ITS BRAND ESSENCE LIFESTYLE CONTENT SERIES THAT TRADES SELF-PROMOTION FOR MAXIMUM USER BENEFIT. THEY TURNED TO SCENIC ROAD TO PROMOTE THEIR LATEST BRAND FILM.

THE RESULTS:
MAXIMUM ENGAGEMENT AND REACH

THE STORY

B&W STORIES IS A STORYTELLING AND BRANDED ENTERTAINMENT INITIATIVE THAT AIMS TO PUT THE FOCUS ON THE PEOPLE WHO LIVE THE ESSENCE OF THEIR BRAND. "63-DOG NIGHT" SHARES THE BERINGTON TWINS' INSPIRATIONAL STORY OF CONQUERING RISK AND LIVING YOUR MOST ADVENTUROUS LIFE.



APPROACH



ATOMIZATION

Break all footage into various visual assets.



SOCIAL CAMPAIGN

Social posts & promotion for Facebook & Instagram



INFLUENCER MARKETING

Coordinated a dozen influencers to share content



DISTRIBUTION

Paid promotion and digital marketing

#TowingAdventure
#showuswhatyoutow



TOTAL IMPRESSIONS

2,228,145



TOTAL VIDEO VIEWS

125,454



FACEBOOK ENGAGEMENT

+476%



FACEBOOK REACH

+2,089%



INSTAGRAM INCREASE IN FOLLOWERS

+32%