

# HOW SUSHIVID MADE INFLUENCER MARKETING WORK FOR LAFARGE



# CONTENT

3

Campaignn Ideation Stage

6

Overall

7

Instagram Influencers

20

Blogger Influencer

23

YouTube Influencers

25

Learnings

26

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**CHAPTER ONE**  
**CAMPAIGN IDEATION**  
**STAGE**

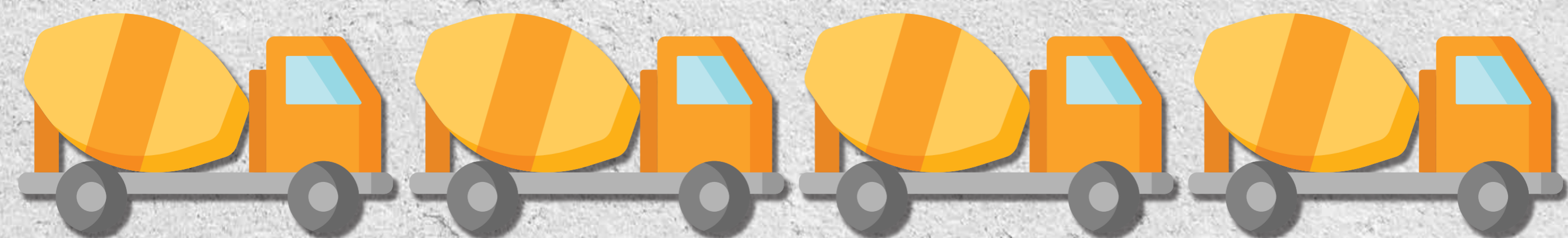
# LAFARGE

The campaign was first developed by an agency partner with Lafarge's objective of 'Building Happier Cities' in mind.

Happiness In The City Index 2017 is a survey project conducted by Lafarge Malaysia along with TheEdgeProperty.com to garner views of residents on the ideal city of the future and to gain better insights into the key areas for better city living especially in three major urban areas across Malaysia namely Klang Valley, Penang, and Johor Bahru.

Lafarge Malaysia embarked on an ambitious transformation of the company's concrete trucks and cement tankers by holding a truck design competition among students from local universities and colleges. 14 higher educational institution's designs were selected and the trucks were forever transformed.

It is aimed to totally change the image and perception of the usual dirty and boring looking cement trucks into colourful and vibrant trucks on the streets. Lafarge also hopes that by transforming the trucks into works of art will enable residents to view their city in a different perspective and increasing happiness.



# CHALLENGES FACED

Having the campaign launched was the easy part, but how can influencer marketing be incorporated into this campaign knowing that influencers and building materials do not seem like a good match.

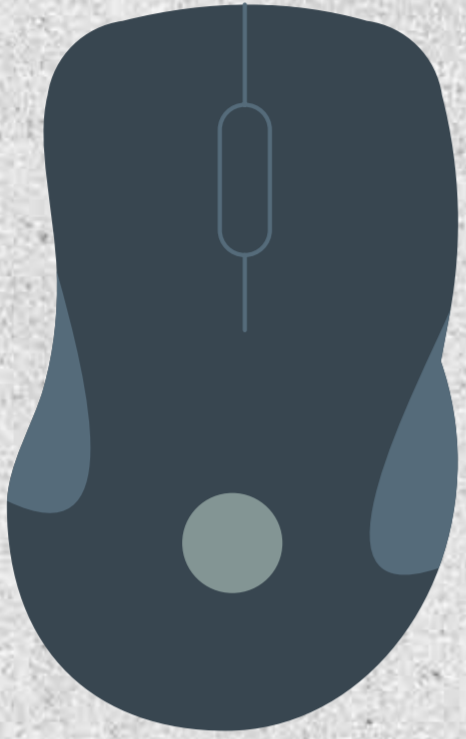
Do we want influencers to promote cement and concrete? Do we want the influencers to just make generic social media content? No.

We established that the role of influencers will be solely focused on creating awareness and sustaining the momentum of this campaign. Luckily enough for us, the shortlisted truck designs will go through a public voting process and that's where we found the connection and acted on it.

We came out with an idea where instead of creating awareness of the campaign in its entirety that will look generic, we decided to engage influencers to drive public votes by matching one influencer to a truck design. The rationale is for each influencer to garner support for their team's design and gives the teams of students much needed boost in support. This idea will also garner Lafarge more value in terms of gaining more public votes for the truck design contest.

We ran with the idea and the campaign came to be above our forecasted results.

# OVERALL



**CLICK THROUGH RATE**

**3%**

**\*Active  
Engagement Rate**

**2.76%**



**Total Views**



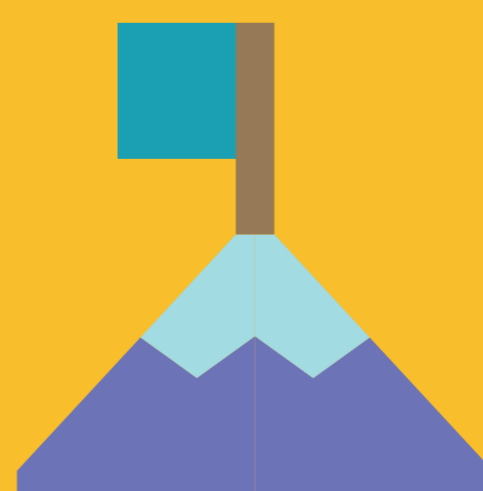
**250K**

**Total Likes  
& Comments**

**>15,000**



**Total Reach**



**996,119**

\* Active Engagement Rate is calculated using SushiVid's proprietary formula.



**INSTAGRAM**

**SELECTED  
INFLUENCERS**



# INSTAGRAM

## REZZADUDE

Rezza started off on Vine - but he then made his big break as he began making funny videos and game reviews on his Instagram. He now has over 150k followers on Instagram.



  
Follower count  
**156,771**

  
Average likes  
**98,877**

  
Average comments  
**1,570**


**AGE**  
**17-26**  
year olds

**AUDIENCE PROFILE**  
**BM**  
Malay - speaking audience

### CATEGORY OF CONTENT

 Lifestyle       Comedy       Gaming

### ENGAGEMENT RATE

 **5.34%**  
of total views  
(very good)

# INSTAGRAM

## AIMAN SOMEONE

Aiman made his name as one of the first few influencers from the local Parkour scene. He also makes tutorial videos on the stunts on his Instagram - spreading more awareness on the sport among the youth.



Follower count

**22,810**



Average likes

**22,514**



Average comments

**948**

### CATEGORY OF CONTENT



Comedy



Sports (Parkour)

### ENGAGEMENT RATE



**8.57%**

of total views

(very good)

### AUDIENCE PROFILE

**BM**

Malay - speaking audience



# INSTAGRAM

## AMINEMO

You may think his name means that he's emotional, but Aiman's videos on his Instagram profile would make you laugh till you drop! Nothing 'emo' right there.



Follower count  
**46,753**



Average likes  
**16,304**

### CATEGORY OF CONTENT



Fitness

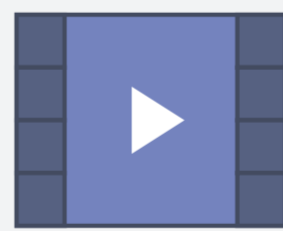


Comedy

### TYPE OF CONTENT



Picture



Short-form videos



Average comments  
**478**

### AGE

**18-30**

year olds

### ENGAGEMENT RATE



**2.99%**

of total views

(good)

### AUDIENCE PROFILE

**BM**

Malay - speaking audience

# INSTAGRAM

## MAY HO

May Ho's sweet girl-next-door vibes and her love for fashion is making her the ultimate 'It Girl' among her followers when it comes to fashion inspiration.



Follower count

**239,775**



Average likes

**44,813**



Average comments

**145**

### CATEGORY OF CONTENT



Review



Fashion

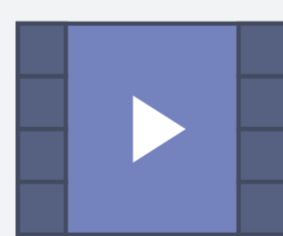


Lifestyle

### TYPE OF CONTENT



Picture



Videos

### ENGAGEMENT RATE



**1.56%**

of total views

(average)

### AUDIENCE PROFILE

**中文**

Chinese - speaking audience



# INSTAGRAM

## PRESTON LES

Preston calls himself a commercial photographer - and his Instagram says it all. From men's fashion to lifestyle, he captures them all for to feast his followers' aesthetics needs.



Follower count

**72,247**



Average likes

**42,250**



Average comments

**707**

### CATEGORY OF CONTENT



Lifestyle

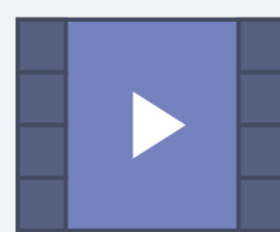


Fashion

### TYPE OF CONTENT



Picture



Videos

### ENGAGEMENT RATE



**4.95%**

of total views

(very good)

### AUDIENCE PROFILE

**BM**

**中文**

**ENG**

Malay, Chinese, English - speaking audience



# INSTAGRAM

## FARHAN HADI

Farhan tells you all about that 'F' through his profile as he documents his fitness journey for his followers and also bits of his life as well.



Follower count

**50,476**



Average likes

**8,416**



Average comments

**65**

### CATEGORY OF CONTENT



Fitness

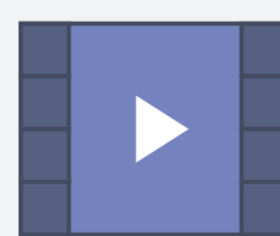


Lifestyle

### TYPE OF CONTENT



Picture



Videos

### ENGAGEMENT RATE



**1.40%**

of total views

(poor)

### AUDIENCE PROFILE

**BM**

**ENG**

Malay, English - speaking audience



# INSTAGRAM

## SUPERPANDY

Farhan tells you all about that 'F' through his profile as he documents his fitness journey for his followers and also bits of his life as well.



Follower count

**24,053**



Average likes

**191**



Average comments

**65**

### CATEGORY OF CONTENT



Fitness



Lifestyle

### ENGAGEMENT RATE



**1.79%**

of total views

(Average)

### AGE

**18 - 28**

year olds

### AUDIENCE PROFILE



Malay, English - speaking audience



# INSTAGRAM

## JESSICAL

Jessica is a full-time student and a part-time freelancer who loves all things fashion and beauty-related.



Follower count  
**85,298**



Average likes  
**16,598**

### CATEGORY OF CONTENT



Lifestyle

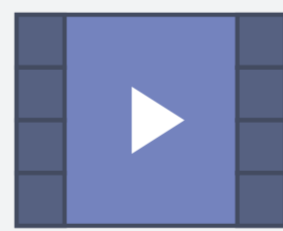


Fashion

### TYPE OF CONTENT



Picture



Short-form videos



Average comments  
**610**

### AGE

**16-26**

year olds

### ENGAGEMENT RATE



**1.68%**

of total views

(poor)

### AUDIENCE PROFILE

中文

ENG

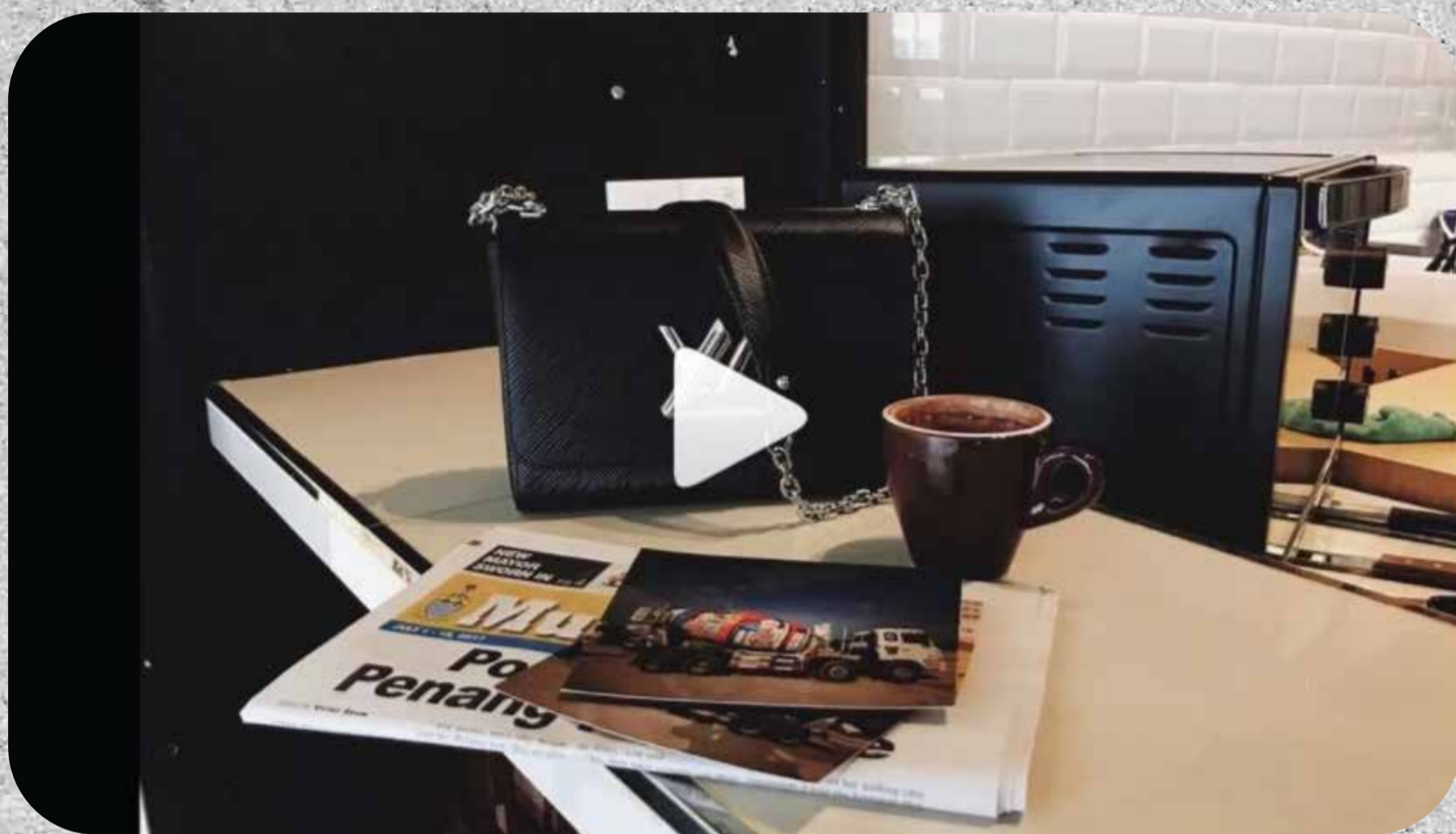
Malay - speaking audience



# INSTAGRAM

## CHRISTINNA KUAN

Christinna is your go-to girl when you need fashion inspiration. She shares her OOTDs on her profiles and also bits and pieces of her lives as well, in the most aesthetic way possible.



Follower count

**141,131**



Average likes

**68,530**



Average comments

**79**

### CATEGORY OF CONTENT



Lifestyle

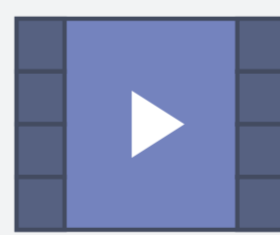


Fashion

### TYPE OF CONTENT



Picture



Short-form videos

### AGE

**17-25**

year olds

### ENGAGEMENT RATE



**4.05%**

of total views

(very good)

### AUDIENCE PROFILE

中文

ENG

Malay - speaking audience



# INSTAGRAM

## JESTINNA KUAN

Jestinna is a future pharmacist and a fashionista - what more do you need?



Follower count

**125,788**



Average likes

**83,362**

### CATEGORY OF CONTENT

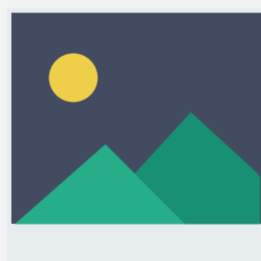


Lifestyle

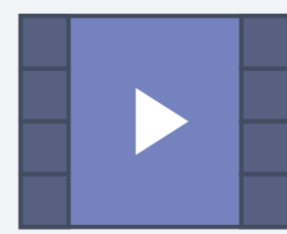


Fashion

### TYPE OF CONTENT



Picture



Videos



Average comments

**107**

### AGE

**17-25**

year olds

### ENGAGEMENT RATE



**5.53%**

of total views

(very good)

### AUDIENCE PROFILE

中文

ENG

Malay - speaking audience



# INSTAGRAM

## NIGEL CHIN

As an emcee/host and model, Nigel won the hearts of many with his friendly smile and killer sense of fashion - that's why CLEO Malaysia dubbed him the Most Eligible Bachelor in 2015.



### CATEGORY OF CONTENT



Lifestyle



Fashion



Follower count

9,549



Average likes

7,037

### ENGAGEMENT RATE



6.23%

of total views  
(good)

### AUDIENCE PROFILE

BM

中文

ENG

Malay, Chinese, English - speaking audience



Average comments

107

### AGE

18-28

year olds



# INSTAGRAM

## SHERYLING

Sheryl portrays her creativity through her photos on Instagram, focusing mostly on fashion and lifestyle.



Follower count

**32,507**



Average likes

**32,368**



Average comments

**361**

### CATEGORY OF CONTENT



Lifestyle



Fashion

### ENGAGEMENT RATE



**8.39%**

of total views

(very good)

### AGE

**17-26**

year olds

### AUDIENCE PROFILE

中文

ENG

Malay - speaking audience



**BLOG**

# **SELECTED INFLUENCERS**



# BLOG

## SYAFIERA YAMIN

Syafiera is a 25-year-old mother who enjoys writing from the heart. A few of the things she shares on her blogs are beauty tips, parenting tips and even health tips. Oh, and she does reviews too!



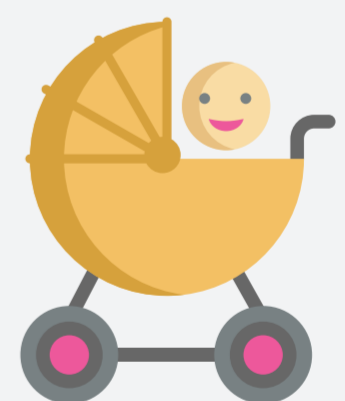
### CATEGORY OF CONTENT



Fashion



Lifestyle



Motherhood



Beauty



Cosplay

### AGE

17-26

year olds

### AUDIENCE PROFILE

BM

Malay - speaking audience

### VISITS PER MONTH



77.8K



# BLOG

## ARISA CHOW

Arisa is a veteran cosplayer who blogs about lifestyle and all things Japanese.



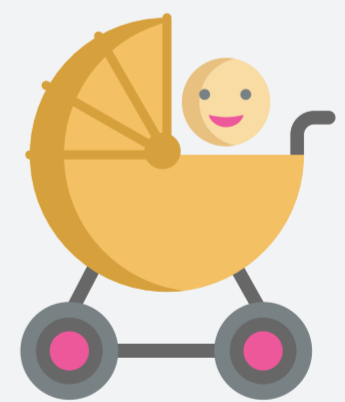
### CATEGORY OF CONTENT



Fashion



Lifestyle



Motherhood



Beauty



Cosplay

### AGE

17-26

year olds

### AUDIENCE PROFILE

ENG

Malay - speaking audience

### VISITS PER MONTH



5.8K



**YOUTUBE**

**SELECTED  
INFLUENCERS**

# YOUTUBE

## ZULEIKA GOMEZ

Zuleika is the next up and coming beauty YouTuber. She started gaining attention through her hilarious reaction videos and also makeup tutorials.



Subscribers

**11,606**

### CATEGORY OF CONTENT



Lifestyle



Beauty

### AGE

**17-26**

year olds

### AVERAGE VIEWS



**77.8K**

### AUDIENCE PROFILE

**ENG**

Malay - speaking audience

**WANT TO LEARN HOW  
LEADING  
BRANDS ARE INFLUENCING  
THEIR AUDIENCE WITH  
SUSHIVID?**

**SIGN UP NOW!**

**OR GET IN TOUCH FOR  
A PERSONALISED DEMO**



# LEARNINGS

Based on the results and response that was garnered, the sentiments were positive amongst public voters and influencers themselves enjoyed creating content for such an experimental campaign.

We were confident about the results that influencers can bring during the initial phases of ideation, and it turned out that the influencers came out with brilliant ideas to push a message that appeals to their audience while being authentic.

This is why at SushiVid, we firmly believe that influencers have the ideas and the right mindset to transform a campaign that seemed impossible into a successful one.





Written By Ilyani Hashim & Keith Liew  
Designed by Jazel Lynne



This case study is created with information publicly available