

Case Study



Name of Client : Time Flies Clocks and Boxes
Type of platform : Facebook

Overview

In order to build brand awareness & to generate leads in South Africa and Mauritius, Time Flies Clocks & Boxes created an innovative content strategy of getting the social community of sharing their World Cup 2010 moments with our page. As a result of this campaign Hashtag South Africa was able to increase the facebook page from by 20% from May- July 2014 with target based advertising, this saw an increase of likes and comments and shares in an access of 280% in Reach and a drastic increase in user generate content..

Goals

To increase likes and reach of our Audience in South Africa and the island of Mauritius. To create the nostalgia of the last world cup that was hosted in South Africa.

Approach

World Cup Driven content of people that captured their moments.

Results

- Achieved increase in page post responses by 200%.
- Increased location targeting from across South Africa and Mauritius.
- A large majority of online users visited Stores around the country for further activations to collect prizes.

Time Flies, Clocks and Boxes and Once upon a Toy are toy and watch retailers with franchise stores around South Africa and Mauritius



6,560 People Reached

505 Likes, Comments & Shares

142 Likes	137 On Post	5 On Shares
341 Comments	324 On Post	17 On Shares
22 Shares	22 On Post	0 On Shares