

Twitter – ‘Australian Open’

Objective

1. Amplify #AusOpen messaging to a wider audience via a curated Twitter feed
2. Test the behavioural aspects of a unique hashtags campaign
 - Incentive based
 - Sentiment based

Insight

APN Outdoor partnered with Twitter to prove the power of digital Outdoor in driving social engagement. Twitter’s client Australian Open objective was to amplify their hashtag #AusOpen. With the insight that Tweets don’t just live on Twitter but can be seen everywhere, APN Outdoor and Twitter created a content driven campaign to engage the growing Outdoor audience to increase engagement with the hashtag #AusOpen

Approach

The campaign used live RSS feed technology to broadcast a live curated Twitter feed onto the digital screens to encourage tennis fans to contribute to the conversation, with the newest and most relevant Tweets being broadcasted.

Stackla (data aggregator) was used to curate the #AusOpen, #AusOpenMoments and #AusOpenWin content to be broadcast via a live RSS feed.

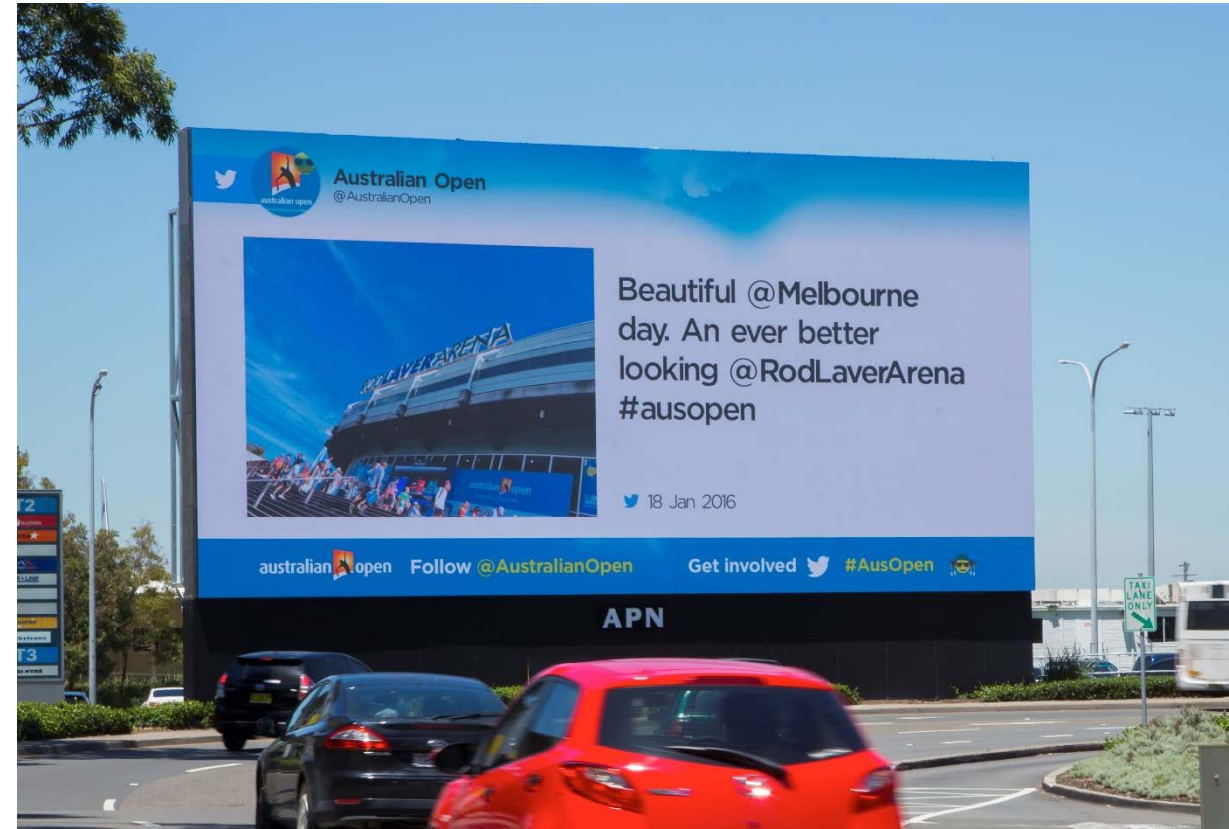
Impact

The campaign saw a significant increase (+57%) from last year’s #AusOpen engagement.

- **1.23 million** Tweets including the #AusOpen hashtag were shared around the world.
- Total national reach: **5,267,000***
 - Car driver: **60.3%***
 - Pedestrian: **20.7%***
 - Car passenger: **13.4%***
 - Transit passenger: **5.6%***

[More case studies here.](#)

*source: MOVE 2016 / Campaign source: [APN Outdoor](#)



Category: Entertainment & Leisure

Year: 2016

Creative Agency: In-house (APN Outdoor)

Media Agency: In-house (APN Outdoor)