

NRS INFOWAYS LLC

PO Box 211712, Dubai, UAE
T: +971 4 370 9181 F: +971 8 448 2298

Social Media Case Studies

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Acer



Summary Information	
Client:	Acer Computer (M.E.) Ltd.
Campaign Name:	Grab the Deal
Aim:	Promote new range of laptops
Enablers of Success:	Aggressive Facebook marketing, user engagement, competition and giveaways.

Client

Acer Inc. is a Taiwanese multinational hardware and electronics corporation headquartered in Xizhi, New Taipei City, Taiwan. Acer's products include inexpensive desktop and laptop PCs, tablet computers, servers, storage devices, displays, smartphones and peripherals.

Mission

The principle aims assigned are:

- Boost brand awareness of through increasing the number of Facebook Fans
- Increase product awareness of products/offers
- Enhance client support (via posting updates and replying to posts regularly)

Market

Targeted market segments, as per priority were:

- Primary Segment: Mainly UAE audience: focusing on the city of Dubai.
- Secondary Segment: Wider regional users/tourist audience

Strategy

- Conceptualization of the contest and defining mechanics like the duration, criteria, prizes, write up, artwork, terms & conditions etc.

- Strategic steps were taken to popularize the contest and widen its reach. Towards this, articles were published on various blogs, the news was shared on the company's Facebook profile page, web banners were placed on corporate global website, blogs etc.

Challenges

- Creation of special Facebook page and landing images (mirroring website's campaign design).
- Integration of serial numbers of the products

Conclusion

Despite the short campaign duration of GITEX, through the use of planning and creative marketing, we succeeded in meeting client's expectations - thus achieving the campaign goals and objectives.

Screen-Shot of the campaign

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This **Gitex**, rush to buy any Acer Notebook or Desktop with preinstalled Microsoft Windows®7 & fill in your purchase details below for a chance to instantly win Exciting Prizes such as 2 Ducati Bikes, Holiday Packages, Stay at Atlantis, Spa Vouchers, MAF Vouchers & lots more!!

Your PC, simplified.
Windows 7

acer

*Terms and Conditions.
(i) Competitions/prize draws are not open to employees of Acer Computers Middle East or its affiliated companies their families, agents or anyone professionally connected with the competition (ii) Prizes are not transferable (iii) This competition is limited to the residents within the GCC (iii) Promotion valid for purchases made from 8th until 15th October 2011.