



# NISSAN

## #GetThereWithGinola

### Tasks:

To raise awareness of Nissan's sponsorship of the UCL

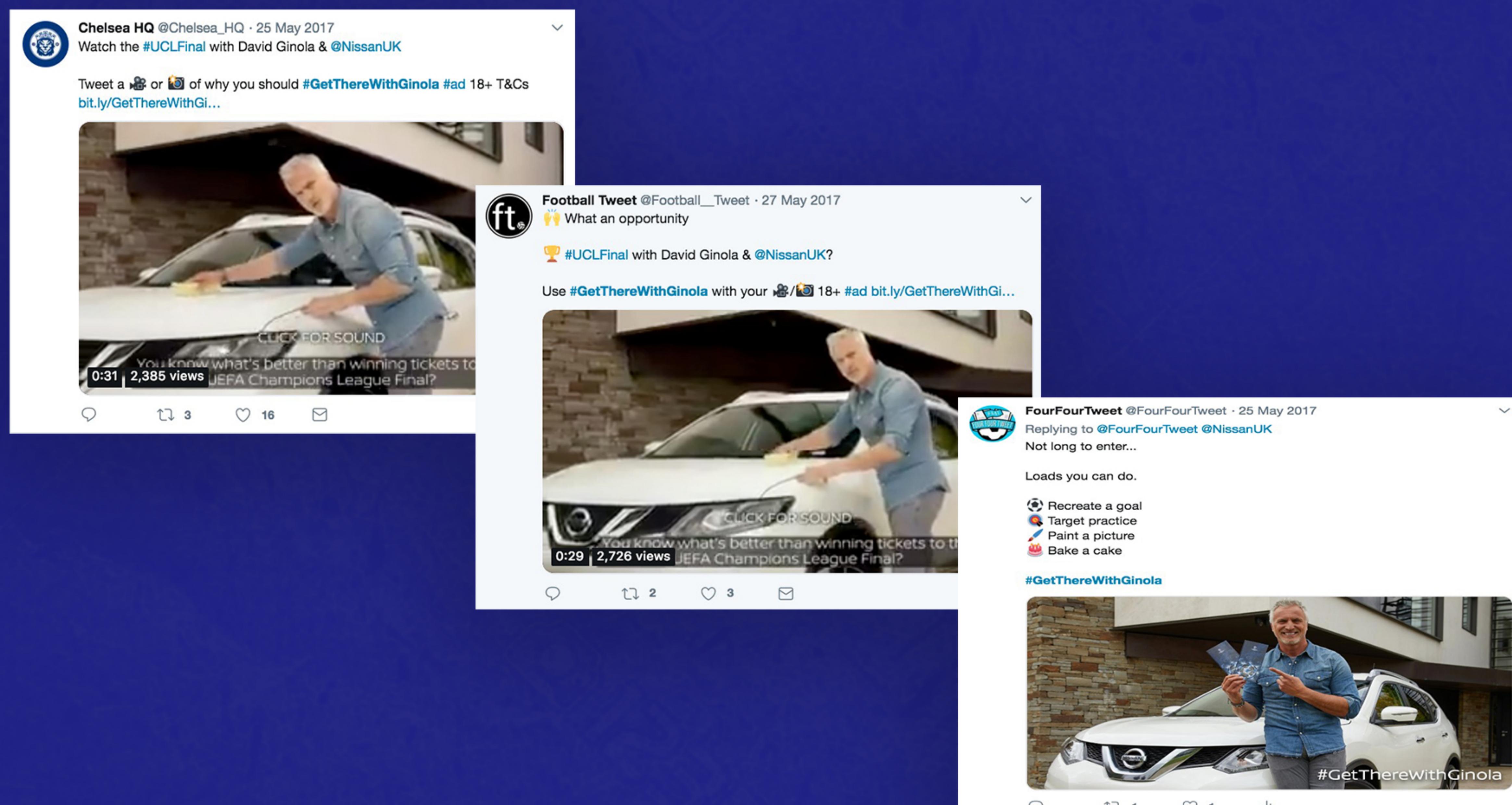
To encourage entries into their UCL final competition

To attain 5.25m impressions through the use of influencers

Nissan asked us to take charge of their influencer marketing campaign for the 2017 Champions League final - #GetThereWithGinola.

They wanted to encourage competition entries, with the winner taking an all-expensive paid trip to Cardiff to watch Real Madrid vs. Juventus.

Frisson created a strategy which saw a tweet go out on Twitter every 6 minutes for 12 hours a day across five days





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**Results:**

# 42

Football Twitter accounts used

# 134

competition entries

# 7.2m

impressions garnered