

A photograph of three young models in a studio setting. On the left, a young woman with blonde hair is wearing a red patterned sweater and a black skirt. In the center, a young man is wearing a blue and white striped jacket over a dark shirt and white pants, and a camouflage baseball cap. On the right, another young man is wearing a white cable-knit sweater and maroon pants. They are all looking towards the right side of the frame. The background is a plain, light-colored wall.

Social Media Marketing:
**ASOS Interactive
Twitter Games**

One sentence summary:

An innovative series of live Twitter games to entertain our followers; driving advocacy and awareness of our products and brand.





Executive Summary:

We're always trying to push social media to its limits, but we also want to have fun!

Gaming is huge amongst 20-somethings (60% play games on their mobiles) so we hosted a series of socially-enabled-never-done-before-totally-live Twitter games with that audience in mind.

So far, we've played eight games with 70,000 people, showcasing 350+ products. That's a lot of fun.

We're a digital business so we always want to give our 20-somethings a great digital experience. The games take place across social platforms, with 45% of viewers streaming the events on their smartphone or tablet – so we're present in the places where they are naturally.

By having fun with our 20-something audience we're telling them a bit about us as a brand, showcasing our products and delivering on the #1 reason anyone follows a branded social account (the chance of a freebie!).

We're also driving a return for the business; hourly sales increased 774% during gaming periods.



So, now for the serious stuff...

Every single one of our games has trended worldwide on Twitter (“phenomenal”, in their words), a position with a media value of £500k.

And, although we’ve seen great results from the start, we continue to exceed expectations – as game-play has developed, each game has superseded the last in terms of participation and reach.





Our most recent Twitter game was a digital version of pass the parcel.

The parcel had 200 layers for viewers to unwrap; each layer connected to a question asked live on our Ustream channel. The first person to tweet the correct answer using the hashtag ‘unwrapped’ that layer, winning whatever was inside. The unwrapping of the giant parcel and the winners’ handles were all shown live too – giving people their 15 seconds of fame, making the game truly transparent.

Over the three hours the game was live 37,000 individuals played, reaching a massive 516,000 people with their tweets!



Socially-enabled games bring ASOS to life in a fun, unique and innovative way that generates mass participation and excitement.

This activity sets us apart from our competitors, generates global coverage at a fraction of the ratecard price, and absolutely delivers on our business vision of giving 20-somethings a truly engaging experience. (Oh, and that latest game had a eightfold impact on direct sales generated from Twitter for its duration.)

**And, back to the first point – it’s fun:
@SarahSutton “So happy I won a prize!
No more tweets for me, I have hit my daily
tweet limit I’ve played
so much!”.**





Project overview



**Here's a short summary following our first few
Twitter games:**

<http://www.youtube.com/watch?v=Q1zfGywsIB4>



**And a quick look at one of our favourite games -
#DenimPairs (Womenswear):**

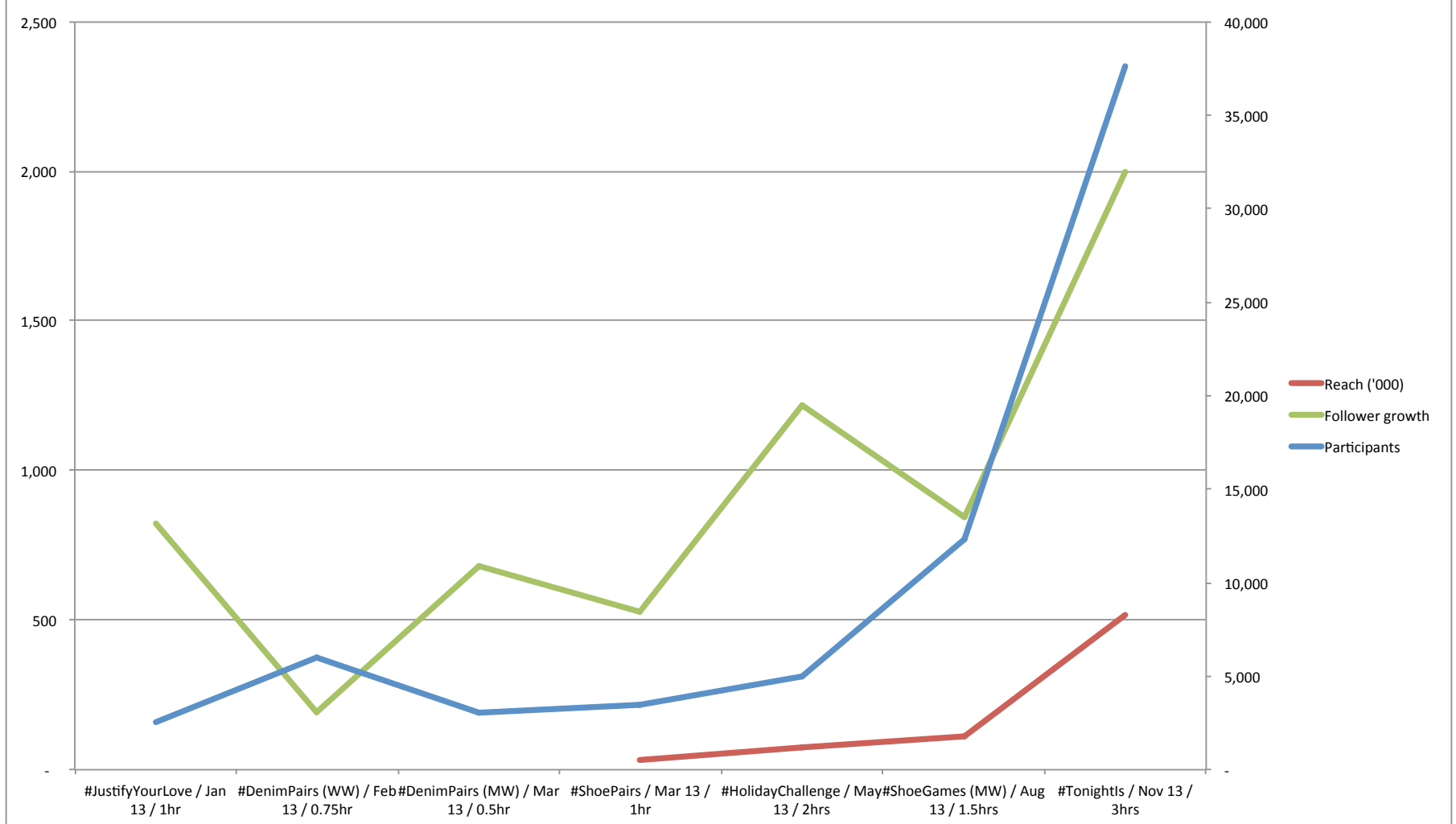
<http://www.youtube.com/watch?v=fUJ5qW1chKQ>



**Improved
performance**

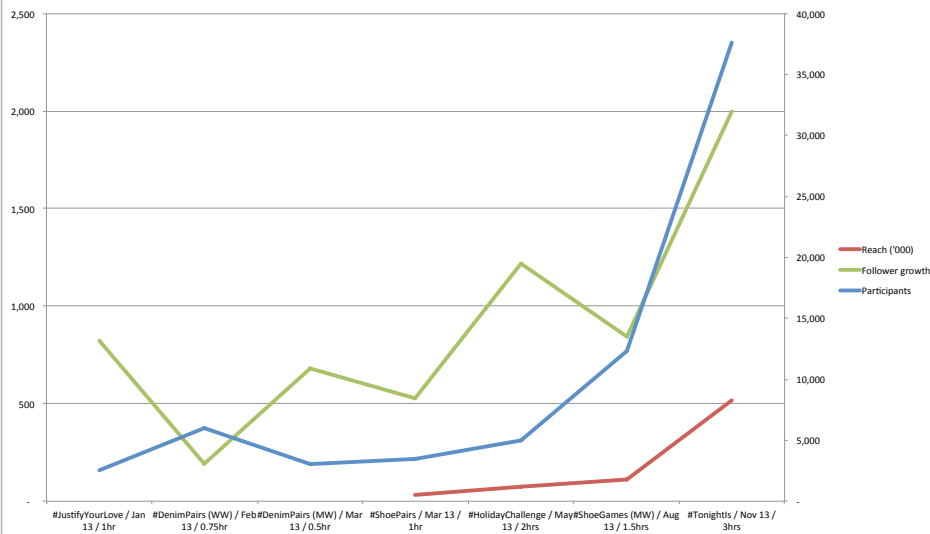
From our very first game, we've had incredible results, and they have only got stronger as we've iterated our approach and mechanics. From participant levels to direct revenue, everything's on the up.

Improving all the time: reach, participation and follower growth.



From our very first game, we've had incredible results, and they have only got stronger as we've iterated our approach and mechanics. From participant levels to direct revenue, everything's on the up.

Improving all the time: reach, participation and follower growth.



Conclusion:

By doing something innovative and entertaining for our 20-something audience we generated tons of engagement, masses of reach, heaps of awareness and lots of sales.

But most of all we're really building a community of ASOS lovers.

