

SUCCESS STORY

Bimbo

Using TV and Sports Sync to maximise exposure during the 2018 World Cup

CLIENT

Bimbo is a global leader in the baking industry, operating in 32 countries throughout America, Europe, Asia & Africa.



**20M
REACH**

**128M
IMPRESSIONS**

**3.3M
INTERACTIONS**

**2.7M
VIDEO VIEWS**

OBJECTIVE

Bimbo wanted to leverage innovative social advertising technology to increase reach and engagement during the 2018 World Cup.

STRATEGY

As one of the world's largest sporting events, the World Cup presents brands with an incredible opportunity to leverage social media to captivate the attention of billions of football fans across the globe. Bimbo wanted to take advantage of the buzz with an innovative paid social campaign targeted to audiences across Mexico on Facebook.

Adglow developed a bespoke 'Platinum SWAS World Cup campaign' which integrated social ads with TV and Sport Sync to maximise exposure during the event. Using cutting edge technology, Adglow synchronized Bimbo's social advertising campaigns in real-time with their own TV ad slots running in the lead-up to, during and after the tournament, as well as using key World Cup matches to trigger their Facebook ads.

Video and image ads were activated at key micro and macro moments of the month-long run of the World Cup action. From the initial whistle, to goals scored all the way through to the end results, bringing Bimbo closer to the passionate fanbase of the World Cup.



"We saw an enormous opportunity to connect with our consumers during the World Cup. We wanted to deliver specific messages to specific audiences at very precise moments. Adglow and Facebook developed a customised World Cup solution which provided us with the perfect tool to deliver the right creative to the right audience at the right time. The results were very positive."

Monica Contreras Digital Media at Bimbo