

HM GAMING

INFLUENCERS

CAMPAIGN

MAIN OBJECTIVE

Create brand awareness and present the new gaming chairs by Herman Miller to the professional and amateur Brazilian gaming.

CONTENT

In exchange for the chair, these influencers agreed on several different social media content deliveries, such as:

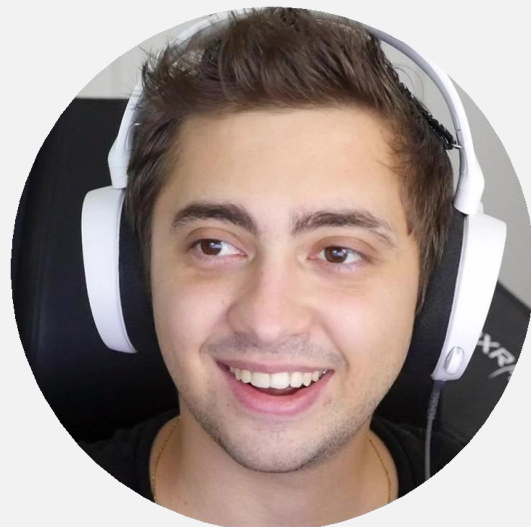
- Instagram Stories
- Instagram Feed
- photos YouTube
- Mentions

CHECK OUT SOME DETAILS AND RESULTS

EMBODY GAMING

ACTION PLAN

SELECT 5 RELEVANT BRAZILIAN PLAYERS AND STREAMERS TO SEND AN EMBODY GAMING CHAIR.



ALANZOKA 2019
STREAMER OF THE
YEAR NOMINEE
ON ESPORTS
AWARDS



DAVY JONES
CONTENT PRODUCER
WITH OVER 2 BILION
VIEWS/Y



CAMILOTA
LBFF HOST PRESENTER
2019 PERSONALITY OF
THE YEAR ON ESPORTS
AWARDS



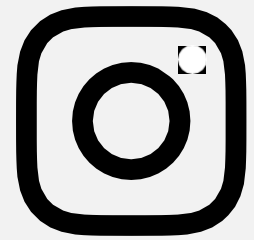
BRTT
PROFESSIONAL LOL
PLAYER
FIVE-TIME BRAZILIAN
LOL CHAMPION



JUKES
PROFESSIONAL LOL
PLAYER ON
CLOUD9ACADEMY

ALANZOKA

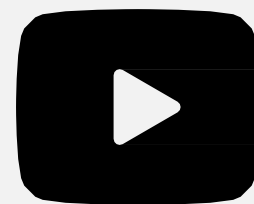
2019 streamer of the year
nominee on the eSports awards.



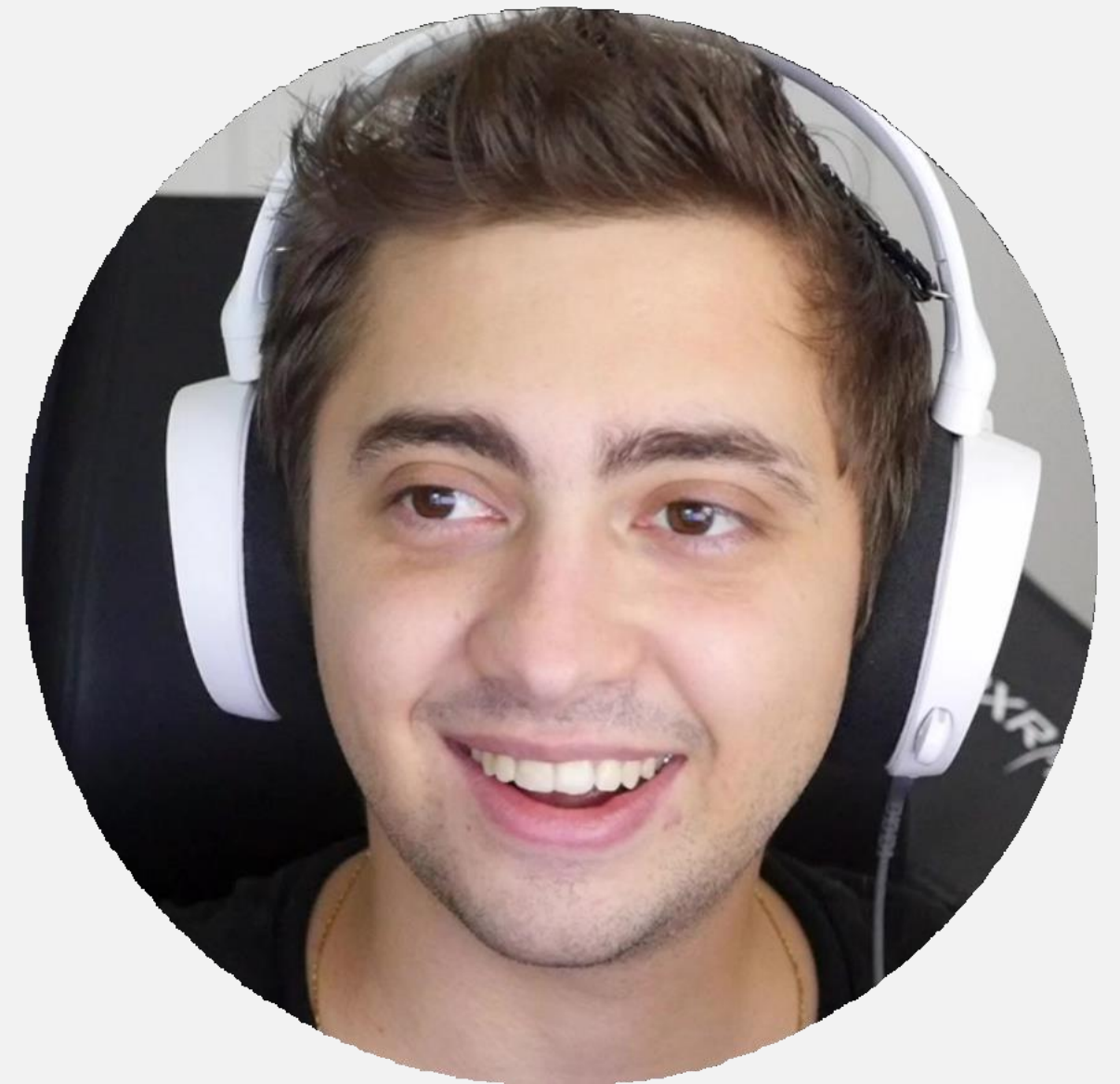
1.6M FOLLOWERS



4.3M FOLLOWERS



6.8M SUBSCRIBERS



ALANZOKA

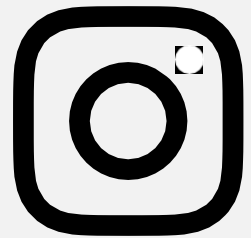


alanzoka e a cadeira nova

362K views
693 comments

DAVY JONES

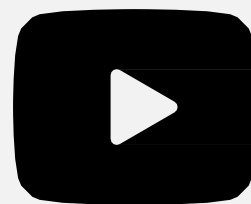
Content producer with over 2 billion views/year.



1M FOLLOWERS



1.2M FOLLOWERS



8.2M SUBSCRIBERS



DAVY JONES



odavyjones • Seguir

odavyjones Galera, ganhei um presente incrível da @hermanmillerbrasil a nova cadeira gamer deles em parceria com a logitech feita especialmente para nós que ficamos horas e horas na frente do computador jogando e a partir de agora vai ser minha parceira diária nas gravações e lives

5 sem

r_liniker_ Especialmente pra nós que podemos pagar o preço de um celta numa cadeira 🤔

5 sem 286 curtidas

brenohsales_ objetivo: ser hétero

Curtido por marihblue e outras 78.928 pessoas

8 DE NOVEMBRO

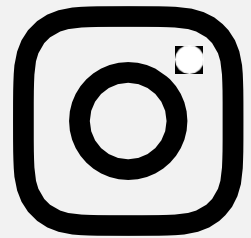
Os comentários nesta publicação foram limitados.

78K Likes

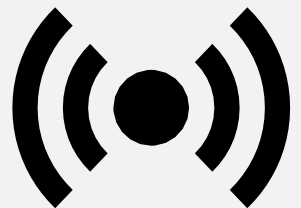
504 comments

CAMILOTA

LBFF host presenter 2019 personality of the year on eSports awards.



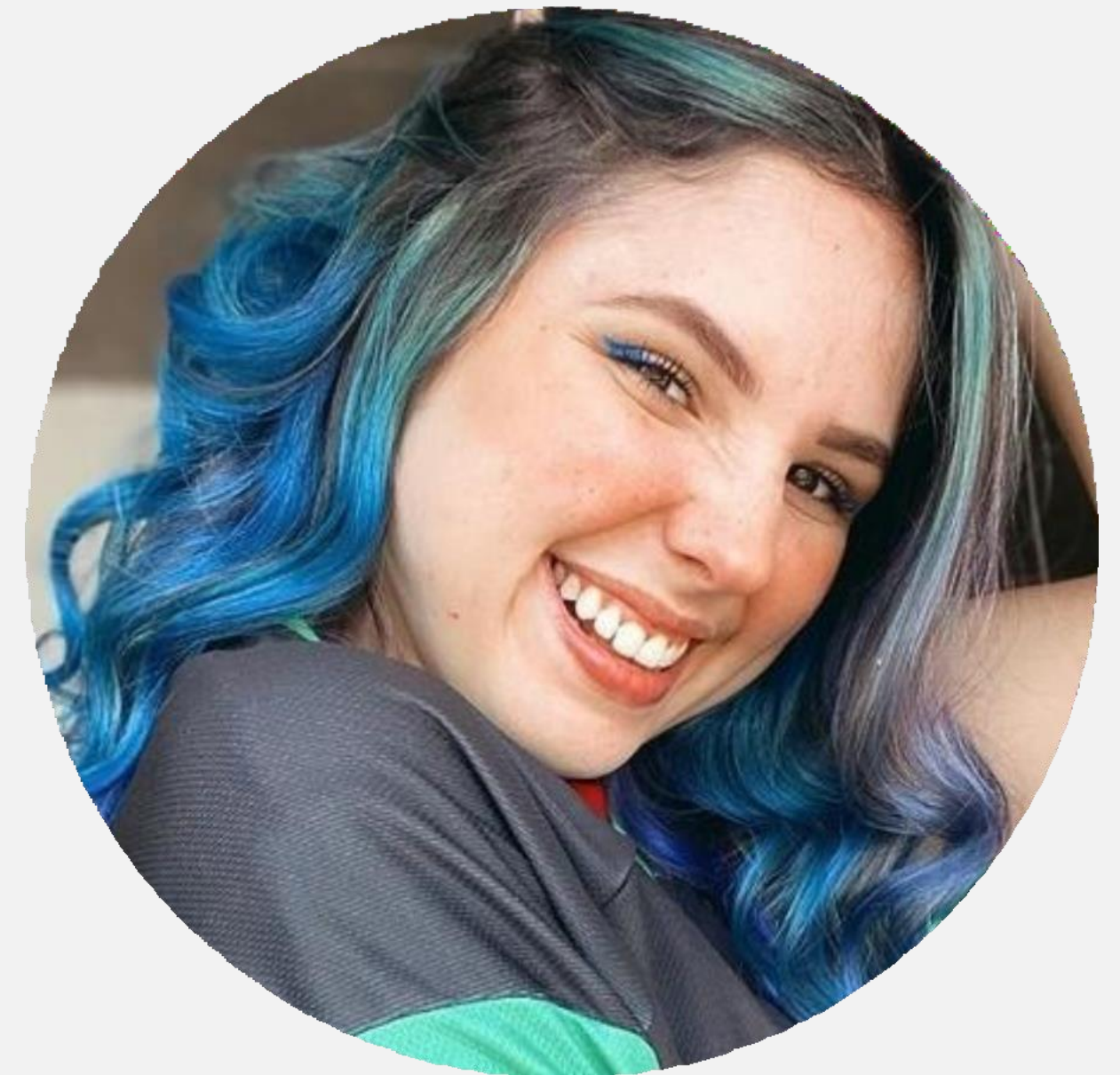
808K FOLLOWERS



574K FOLLOWERS



237K SUBSCRIBERS



CAMILOTA



48K Likes

266 comments

BRTT

Professional LOL player five-times
brazilian LOL champion.



694K FOLLOWERS



763K SUBSCRIBERS



BRTT



66k Likes

462 comments

JUKES

Professional LOL player on Pain Gaming.



609K FOLLOWERS



1.4M FOLLOWERS



1.2M SUBSCRIBERS



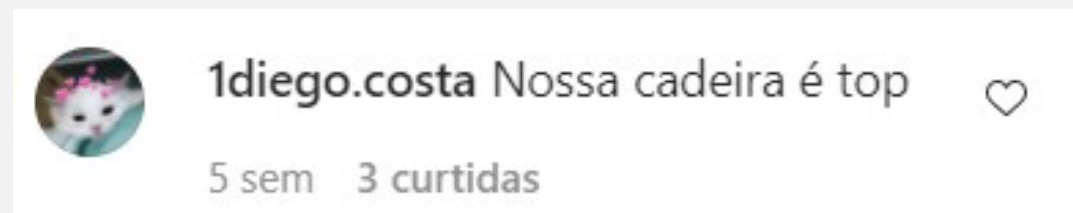
JUKES



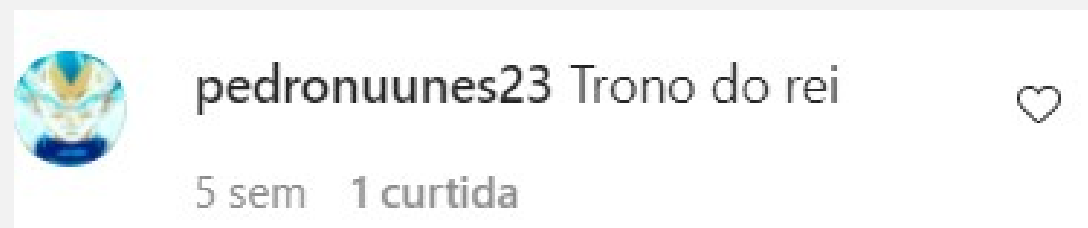
📍 SÃO PAULO
DIA DE MOSTRAR MEU PRESENTE DA HERMAN MILLER E BRINCAR DE YONE 🙌

*329k
views*

RELEVANT COMMENTS



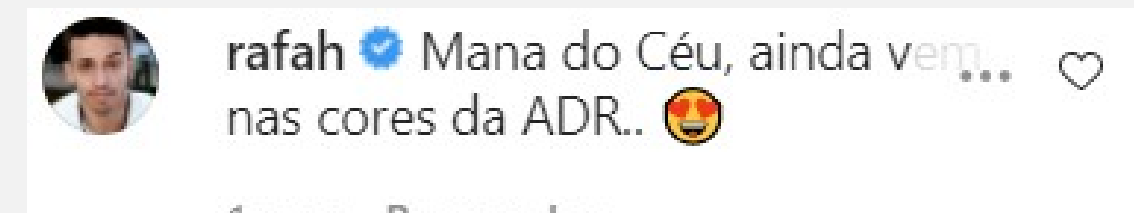
"This chair is awesome"



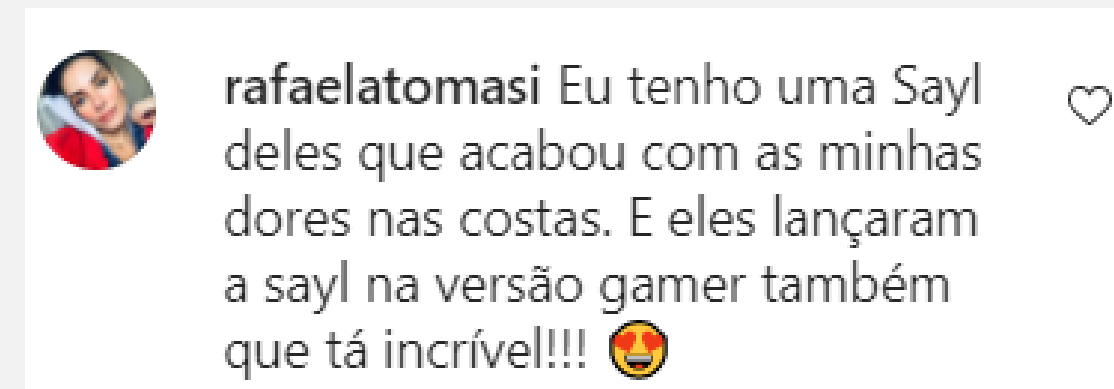
"King's Throne"



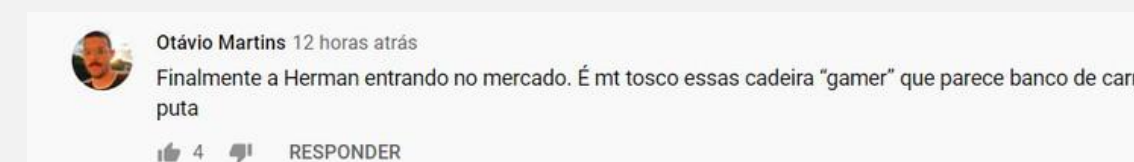
"I want it!"



"Amazing! ADR Colors"

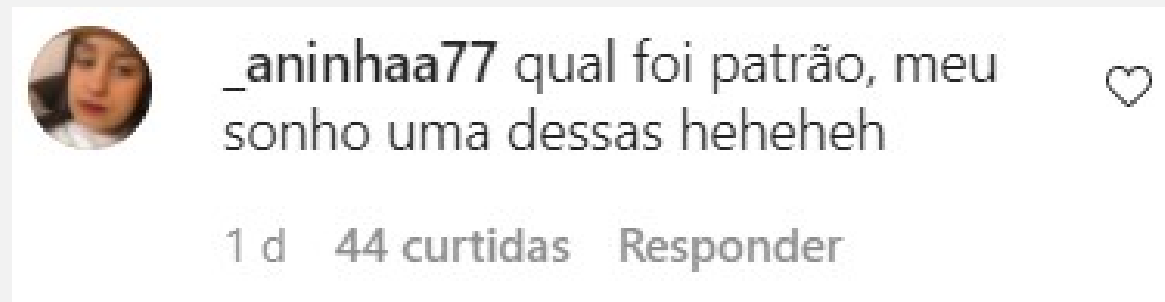


"I Have a Sayl by Herman Miller and it solved my back problems, the Sayl Gaming is also amazing"



"Finally Herman Miller entered the gaming market, these gaming chair that look like car seats are awful"

RELEVANT COMMENTS



"One of those is my dream"



"I want a chair like BRTT and Jukes's"



"Work to have two Herman Miller's like Alanzoka"



"Alanzoka has the Logi + HM Gaming Chair, dream?"

yes or of course"

AERON GAMING

ACTION PLAN

SELECT 2 RELEVANT BRAZILIAN INFLUENCER AND STREAMER TO SEND AN AERON GAMING CHAIR.



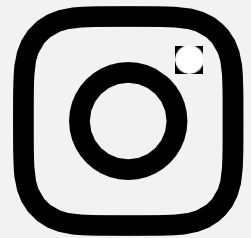
PITTY
SINGER, MUSICIAN
AND INFLUENCER



KAMI
GAMER, STREAMER
AND INFLUENCER

PITTY

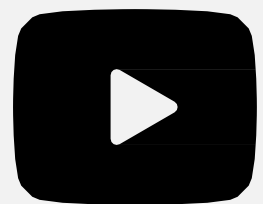
Singer, musician and songwriter, with the Platinum album "Admirável Chip Novo".



2,8M FOLLOWERS



8,7M FOLLOWERS



715K SUBSCRIBERS

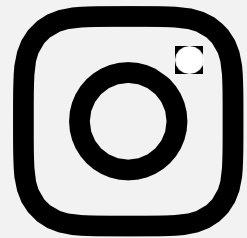


PITTY

49,4k views
126 comments

KAMI

Gamer, streamer and influencer.



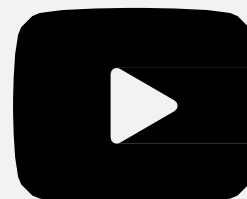
463K FOLLOWERS



902K FOLLOWERS



673.7K FOLLOWERS



748K SUBSCRIBERS



KAMI



 **painkami** • Seguir
São Paulo, Brazil

 **painkami** Pessoal! Olha esse presente lindo que a Herman Miller me mandou! É a versão gamer da cadeira Aeron, modelo que já é referência há mais de 25 anos. Eu já usava uma cadeira da Herman Miller antes, e sei o impacto absurdamente positivo que ela tem no dia-a-dia.

Tô mostrando mais sobre ela nos meus stories, e usando o cupom KAMI vocês tem 10% de desconto na compra da Aeron Gaming de vocês!

Muito obrigado pelo presente, @hermanmillerbrasil ❤️

11 sem

 Curtido por hermanmillerbrasil e outras 52.442 pessoas

21 DE JANEIRO

 Adicione um comentário... [Publicar](#)

52,4k likes



364 comments

RELEVANT COMMENTS






laurafrndz 🤔🤔🤔 vou gastar o cupom AGORA 

"I'm going to use this coupon RIGHT NOW!"


dhyogoo essa cadeira é tudo 

2 sem Responder

"This chair is everything!"


sophie.twsa Meu sonho! ✨ 

Muito melhor do que aquelas coloridas e ótima para quem quer digitar TCC, fazer home office ou jogar. Ou seja: ela é útil para TUDO! E é durável! Sonho de consumo que a coluna agradece! ✨

"It's my dream having one of these chairs. It's also great for academic work or home office. Very useful and durable, your back will thank you!"

SAYL GAMING

ACTION PLAN

SELECT 3 RELEVANT BRAZILIAN PLAYERS AND YOUTUBERS TO SEND AN SAYL GAMING CHAIR.



BRUNO CORREA
PLAYSTATION'S
AMBASSADOR IN
BRAZIL.



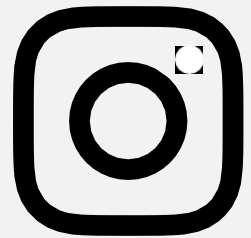
SAMIRA CLOSE
GAMER DRAG
QUEEN,
STREAMER,
SINGER AND
INFLUENCER.



GABRIELA CATTUZO
STREAMER, WRITER
AND INFLUENCER.

Bruno Correa

Youtuber, streamer and Playstation's ambassador in Brazil.



1,9M FOLLOWERS



291K FOLLOWERS



7,3M SUBSCRIBERS



Bruno Correa



eibrunocorrea • Seguir

eibrunocorrea Eu estou cada vez mais apaixonado pelo meu escritório e meu bumbum e lombar cada vez mais apaixonados pela minha cadeira da @hermanmillerbrasil 🥰

1 sem

hermanmillerbrasil Bruno, ótima escolha!! A edição Gamer da Sayl veio com o propósito de trazer ainda mais ergonomia e conforto para os jogadores que não conseguem ficar parados na cadeira 🥰

1 sem 2 curtidas Responder

ihonnvdrumond Será que essa

Curtido por hermanmillerbrasil e outras 30.416 pessoas

2 DE ABRIL

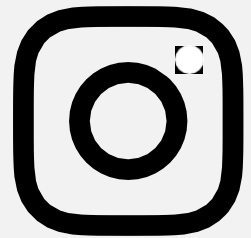
Adicione um comentário... Publicar

30,4k likes

145 comments

Samira Close

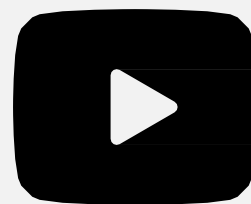
Gamer drag queen, streamer, singer and influencer.



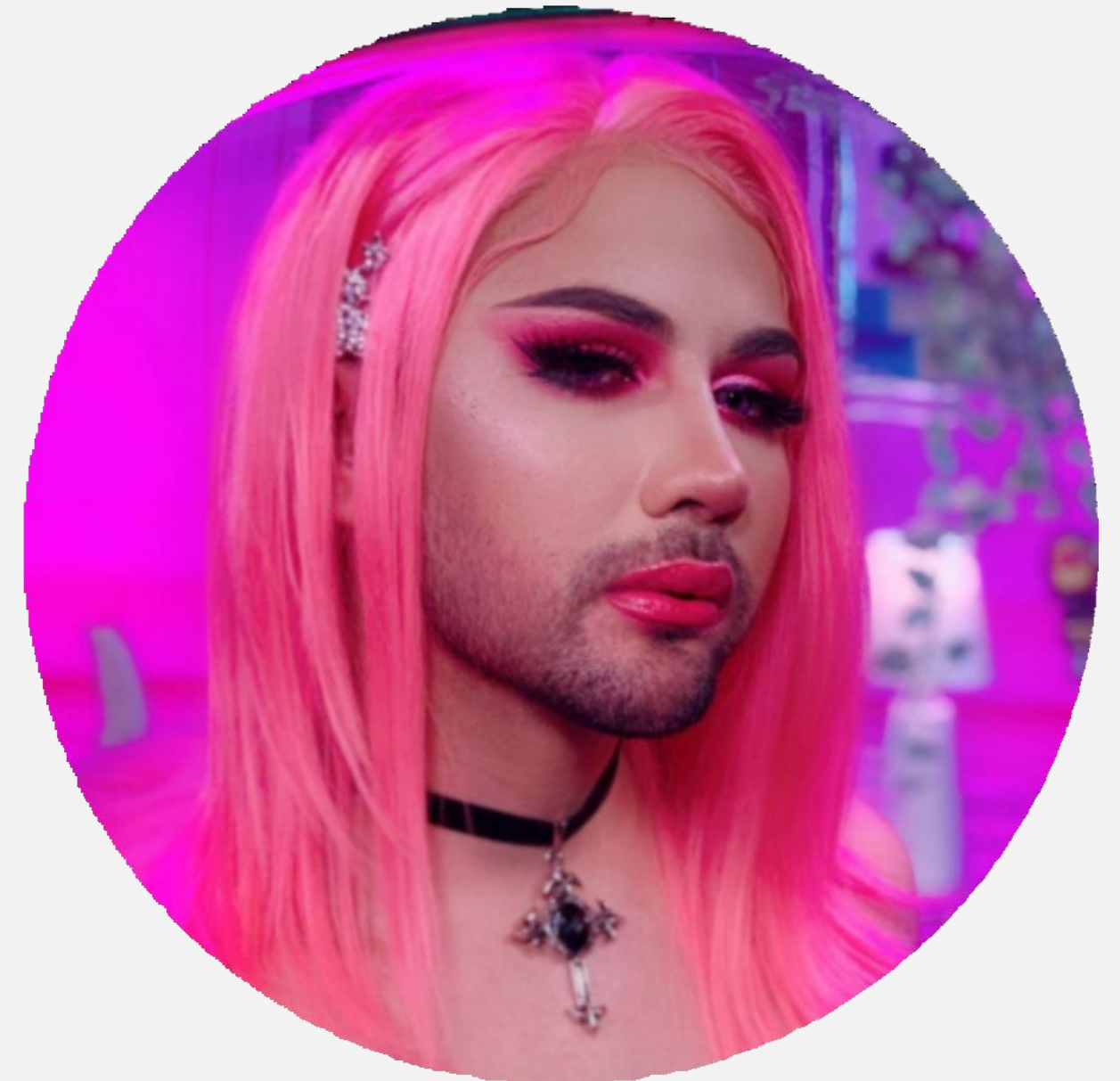
652K FOLLOWERS



751K FOLLOWERS



697K SUBSCRIBERS



Samira Close



4 Instagram stories that added up:

3k visits on HM's profile and website 230k accounts reached

Samira Close



58,4K likes

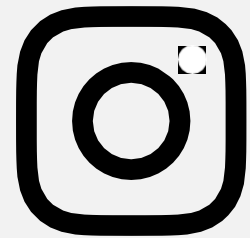
632 comments

230K accounts

reached

Gabriela Cattuzo

Streamer, writer and influencer.



498K FOLLOWERS



301K FOLLOWERS



545K SUBSCRIBERS



Gabriela Cattuzo



gabicattuzo

gabicattuzo A minha cadeira nova da @hermanmillerbrasil é tão maneira que a Asuna quase pegou pra ela...

mas eu já recuperei e estou assistindo a live dos meus amigos aqui 😊

como tá o sabadão de vocês?

2 sem

gaveta 2 coisas que vale a pena gastar sua grana: seu colchão e sua cadeira de trabalho! Minha Herman Miller tem 10 anos e mesmo meeeega surrada ainda é a melhor cadeira de longe! 🙌

2 sem 158 curtidas

Curtido por anallureges e outras 74.063 pessoas


15 DE MAIO

Os comentários nesta publicação foram limitados.


74K likes

208 comments

RELEVANT COMMENTS


 agnesvln Tá na moda entre os youtubers está cadeira hein. Imagino a delícia q deve ser sentar nela 😋

"This chair is trending among Youtubers. It must be awesome to sit on it!"

 _letizis_ nossa parece confortável, quero uma


2 sem 1 curtida

"Wow! It looks comfortable. I want one!"

 _willcosta Lindíssima, já quero uma pra desenhar descansado tbm ♥


1 sem 22 curtidas Responder

"So beautiful! I want one to draw rested too."

 gaveta 2 coisas que vale a pena gastar sua grana: seu colchão e sua cadeira de trabalho! Minha Herman Miller tem 10 anos e mesmo meeeega surrada ainda é a melhor cadeira de longe! 🙌


2 sem 158 curtidas

"There are two things worth spending your money on: your mattress and your work chair. I have an HM for 10 year and even though is old, still is the best chair for sure!"

 annetrajano Puts minha coluna anseia por uma dessas 😋

2 sem 1 curtida

"My back would LOVE one of these!"

 emmilybarreto minha coluna melhorou só de olhar :O

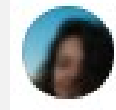
1 sem 18 curtidas Responder

"My back feels better just for looking at it."

 sebastchowski Cadeiras da Herman Miller valem o preço.

2 sem 1 curtida

"Herman Miller chairs are worth the price!"

 juliasotiropoulos Meu sonho uma cadeira deles

1 sem Responder

"I dream of having one of HM's chairs."

OBRIGADA!

MARQUETERIE

BEYOND PR