

Night-Embassy Jägermeister

Final Report
September 2nd to November 7th



Pre-Launch

Owned Channels and Press

R\$2,126.24	1,560,589	40,602	83	17	15
Investment	Impressions	Views	Interactions	Articles	Vehicles

Welcome to the Night Embassy São Paulo!

In this phase, 2 contents were published on Jägermeister BR owned channels, with photos of the previous Night Embassy experiences. For this phase, 2 audiences were created to understand engagement:

- 1) Young people with interest in music and parties - this proved to be the most engaged audience with Night Embassy, generating lower cost per result and more interactions.
- 2) People who interacted with Jägermeister BR's Instagram profile in the last 365 days - this one did not perform as well, indicating a different demographic profile from those interested in Night Embassy.

For this campaign phase, press was guided by the Jägermeister's global fund to encourage the night scene. After spreading this tagline, press releases were shared about the arrival of the Night Embassy for the first time in Latin America.



Launch

Owned Channels

R\$55,657,03

Investment

14,439,527

Impressions

1,093,016

Views

32,792

Interactions

#TransformeSuaNoite

In the launch phase, 376 contents were published (among videos, posts, dark posts and stories) on Jägermeister BR profiles on Instagram and YouTube, with disclosures, coverage, recaps, calling the public to the website for RSVPs.

At this stage, we merged audiences from the pre-launch phase with audiences that fitted with the lineup of each residence. We reached frequency 3, ensuring the Jägermeister brand's connection with the ambassadors and the Night Embassy experiences.



34
Posts

781
Stories

6,936
Interactions

100%
Favorability

Ambassadors, it's time to shine!

Creative Board artists also boosted the campaign's awareness and engagement, calling and exciting their audiences, who were always engaged with the artists and the experiences. The Creative Board team felt joinfull and proud to make NESP happen.



Launch

Partner Influencers

24
Posts

202
Stories

4,078,266
Potential Reach

194,598
Views

22,758
Interactions

Partners who came together!

In order to leverage our engage with brand’s content partners, 30 press kits were distributed to influencers and journalists, with custom boombox, Chilli Beans sunglasses, bottle of Jägermeister, and tailored items by the ambassadors. The action resulted in 21 organic stories.

Partner influencers also published about Night Embassy and covered experiences, following the recommended speech. For this action, 205 contents (feed and stories) were published, totaling more than 194K views and 22,7K interactions.



62
Articles

9
Mentions

48
Vehicles

100%
Favorability

The press is on!

Launch phase was also leveraged by PR efforts, which shared content about Night Embassy in a way to expand access to media outlets of our targets interests and increase chances to achieve earned media.

For the first residency, a line-up was disclosed firsthand and exclusively by **Folha de S. Paulo**, and then sent to other journalists.

During residency period, press was also encouraged to address other relevant themes to each artist, such as fashion show, Ballroom and Amazonian culture.

In addition to organic publications, we established paid partnerships with three vehicles: **Alma Preta**, **Notícia Preta** and **Elástica**

Six of the 48 vehicles that posted about Night Embassy also published about it on social network profiles, yielding another **9 mentions** in the press, in addition to the 62 articles.

guia**FOLHA** SÃO PAULO

Jägermeister promove festas grátis em prédio perto da praça da Sé, no centro de SP

Projeto Night Embassy também conta com oficinas, palestras e exposições em outubro

elástica

O brega contra o preconceito

Para fechar o projeto Night Embassy, da Jägermeister, a produtora artística Ane Oliveira lotou a programação com influências do brega e da cultura paraense

Por Jägermeister + Elástica
• 24 Out 2022
• 17h24



Toda festa uma hora acaba, deixando saudade e aquele gosto de quero mais. No último final de semana, foi a vez do projeto **Night Embassy**, da marca de licor alemão **Jägermeister**, encerrar sua programação após três intensas semanas de ocupação artística, agito e intercâmbio de saberes, no Palacete da Sé, no centro de São Paulo.

Compartilhe
🐦 📌

Launch

Social Listening and PR Stunt

541

Shots and Posts

28

Mentions

42,996

Potential Reach

444

Interactions

We got shots!

A fully **customized Truck** run through streets of São Paulo to stand out Night Embassy residencies, serving Jägermeister shots while experiences information and invitations were leveraged through visual communication and promoters. The activation included **postings by audience on their social channels** in exchange for shots.

AND People were talking about it!

In addition to the mentions of partners, another **28 spontaneous mentions** on Night Embassy were filtered, mainly from participants of residences who praised and publicized about experiences, **increasing campaign's awareness and engagement**.



Residences

Participation Results

25,904

Visits
(website)

19,670

Users
(website)

4,341

RSVPs

2,302

Attendants

Nights on fire!

The six days of residencies in São Paulo were a huge success, with more than 2 thousand attendants! **Ane Oliveira's experiences engaged more people**, with 740 attendants (37%).

The opening party also had a good turnout, with **400 participants**, among guests and promoters.



Post-Experience

Owned Channels

R\$5,556.54
Investment

846,267
Impressions

77,001
Views

11,670
Interactions

A brilliant legacy!

The post-experience was performed by 4 paid content on Jägermeister BR Instagram, focused on awareness and engagement, including an after movie overviewing the exciting and mind-blowing moments of this amazing cycle of experiences and art!

During this phase, we aim to reach the audience that was impacted along the launch, as well people who interacted with the ads while campaign was running.



Night Embassy SP

Executive Report

Owned Channels	Investment	Contents	Impressions	Views	Interactions	Link Clicks
Total	R\$63,339.81	400	16,846,383	1,210,619	44,545	22,561

Press	Articles	Mentions	Vehicles	Favorability	PR Stunt (Shots)	Press Kits
Total	79	9	58	100%	541	30

Creative Board	Feed Posts	Stories	Interactions	Favorability
Total	34	781	6,936	100%

Influencers	Feed Posts	Stories	Potential Reach	Views	Interactions
Total	24	202	4,078,226	194,598	22,758

Social Listening	Mentions	Potential Reach	Interactions	Favorability
Total	28	42,996	444	96%

Participation (Residences)	Visits (website)	Users (website)	RSVPs	Attendants
Total	25,904	19,610	4,341	2,302



Owned Channels = Jägermeister BR profiles on Instagram and YouTube
Content = feed posts, dark posts, stories and YouTube videos
Interactions = sum of likes and comments
Favorability = percentage of positive mentions or comments in relation to the total
Potential Reach = 20% of the sum of the followers of each profile