

FY21 GAMING INFLUENCER CAMPAIGN



MID-CAMPAIGN REPORT

WHAT ARE WE LOOKING AT TODAY



Performance & Insights for the Blue Label, Intel Gamer Days & Back to School Campaigns

- Performance Highlights
- Campaign performance Overall
- Top Posts



Recommendations to optimize execution for future Gaming campaigns

- Talent contracting
- Execution improvements
- Product, briefing & timelines



A look at what's to come for the remainder of 2020

- Recap of upcoming tentpoles
- A view at the upcoming Talent

ORGANIC INFLUENCER CONTENT RESULTS

TOTAL CROSS-PLATFORM PERFORMANCE RECAP

YOUTUBE

Total Social Reach:
4,909,000

Total Views:
4,974,204*

View Rate:
164.30%*

Total Engagements:
9,103

INSTAGRAM

Total Social Reach:
1,234,800

Total Views (Stories):
149,648

Total Engagements:
19,208

Engagement Rate:
1.79%

TWITTER

Total Social Reach:
748,900

Total Engagements:
24,935



5X YOUTUBE VIDEOS

3X IG IN-FEED
POSTS

5X TWITTER POSTS

2X :30 CUT-
DOWNS

15X IG STORY
FRAMES

Performance and Social reach data pulled
on flight end date.

* Includes Paid Views

PERFORMANCE HIGHLIGHTS

- ▶ Overall each Talent excelled on different platforms and each had benchmark beating performance.
- ▶ Across all of the content we saw best performance on Twitter and Instagram Stories thus far.
- ▶ We would recommend partnering with all of these Talent for future gaming related campaigns.
- ▶ **David Carter** had benchmark beating Engagement rates on his Twitter content for **Blue Label & Intel Gamer Days** and also broke Completion rate benchmarks along with Engagement on his IG Story post for **Intel Gamer Days**.
- ▶ **Fuslie's Blue Label** content had benchmark beating Engagement Rates across Instagram and Twitter.
- ▶ **Swiftor's** YouTube & Instagram Story content for the **Back to School** campaign had benchmark beating performance.
- ▶ **KittyPlay's Back to School** campaign content had some of the highest Engagement Rates and extremely high performance. Her Instagram Story content had a **97% completion rate** which is the highest we have seen across all Best Buy campaigns!



BLUE LABEL

WHAT YOU ASKED FOR

For this campaign our objective was to partner with two (2) Established influencers within the Gaming category to support the Blue Label products at Best Buy with additional paid media support. Each influencer would create long-form content on YouTube and then support with a cut-down to be used in media along with a tweet.

WHAT **WE** DELIVERED

We tapped **two (2)** Established Gaming Influencers to share their newest gaming laptops with their audience and showcase how **Best Buy** can improve their gaming set up. Influencers promoted their **Best Buy** partnership through custom videos on YouTube while driving further engagement on Twitter. Additionally, both influencers created a custom :30 cut-down to be used in paid media.

BLUE LABEL CROSS- PLATFORM PERFORMANCE RECAP

YOUTUBE

Total Social Reach:
768,000

Total Views:
2,994,878*

View Rate:
257.17%*

Total Engagements:
4,799

TWITTER

Total Social Reach:
271,900

Total Engagements:
12,349

Engagement Rate:
4.77%

Performance and Social reach data pulled
on flight end date.

* Includes Paid Views



IPODKINGCARTER

ESTABLISHED – GAMING

iPodKingCarter is a channel ran by David Carter who is well known for his NBA 2k videos and has since expanded his content to tech unboxing, reviews, and tutorials. With a highly involved gaming fan base, iPodKingCarter was a perfect fit to target gamers from all walks of life. For this campaign, Carter featured **Best Buy’s OMEN 15” gaming laptop** while playing NBA 2K20. iPodKingCarter loved his new tech and sharing with followers how **Best Buy** takes gaming to the next level!

CONTENT PERFORMANCE

- | | |
|----------------------------|------------------------|
| 1X Twitter Post | 1X YouTube Video |
| ▶ 6,724 Engagements | ▶ 2,921,997 Views* |
| ▶ 6.05% Engagement Rate ●● | ▶ 458.71% View Rate* |
| | ▶ 651 Engagements |
| | ▶ .02% Engagement Rate |

* Includes Paid Views

● On par or above 2019 Fullscreen/Best Buy Benchmarks

● On par or above Shareablee Industry Benchmarks

● Fullscreen’s 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and Social reach data pulled on flight end date.

@IPODKINGCARTER

111.2K followers

643K subscribers



FUSLIE

ESTABLISHED – GAMING

Fuslie is a gamer and Twitch streamer who is an avid Among Us player. Besides uploading gaming videos to her channel, Fuslie also shares her personal relationships through vlogs with fellow gamers! Undeniably, Fuslie is a bubbly gamer who is a perfect influencer to reach female gamers. For this campaign, Fuslie’s boyfriend moved into his new apartment and shows her followers their new gaming setup with her all new **Asus M15 gaming laptop from Best Buy!**

@FUSLIE

160K
followers

131K
subscribers



CONTENT PERFORMANCE

1X Twitter Post

- ▶ 5,625 Engagements
- ▶ 3.5% Engagement Rate ●●

1X YouTube Video

- ▶ 72,881 Views*
- ▶ 55.62% View Rate*
- ▶ 4,148 Engagements
- ▶ 5.69% Engagement Rate ●●

* Includes Paid Views

● On par or above 2019 Fullscreen/Best Buy Benchmarks

● On par or above Shareablee Industry Benchmarks

● Fullscreen’s 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and
Social reach data
pulled on flight end
date.



INTEL GAMER DAYS

WHAT YOU ASKED FOR

For this campaign our objective was to partner with one (1) Established influencer within the Gaming category to support the Intel products at Best Buy. Each influencer would create long-form content on YouTube and then support additional content on Instagram and Twitter.

WHAT **WE** DELIVERED

We tapped **one (1)** Established Gaming Influencer to share their experience with the iBUYPOWER Gaming Desktop with their audience and showcase how **Best Buy** can improve their gaming abilities. The influencer promoted their **Best Buy** partnership through a custom video on YouTube while driving further engagement on Instagram and Twitter.

INTEL GAMER DAYS CROSS-PLATFORM PERFORMANCE RECAP

YOUTUBE

Total Social Reach:
643,000

Total Views:
1,966,701*

View Rate:
305.86%*

Total Engagements:
3,325

INSTAGRAM

Total Social Reach:
132,000

Total Views (Stories):
12,695

Total Engagements:
679

Engagement Rate:
1.78%

TWITTER

Total Social Reach:
113,600

Total Engagements:
11,336



1X YOUTUBE VIDEO

1X IG IN-FEED POST

5X IG STORY FRAMES

1X TWITTER POST

* Includes Paid Views

Performance and Social reach data pulled
on flight end date.

IPODKINGCARTER

ESTABLISHED – GAMING

iPodKingCarter is a gamer and lover of all things tech, making him a great influencer to seamlessly integrate this campaign into his platform. Fans trust what he has to say and iPodKingCarter was particularly happy to show off his new **iBUYPOWER Gaming Desktop BB984V2 powered by Intel** which allowed his inner geek for tech to shine. He lets followers know that **Best Buy** has everything for gamers who are starting out or want to be a pro like him!

CONTENT PERFORMANCE

1X In-Feed Instagram Post	1X Twitter Post
▶ 280 Engagements	▶ 11,336 Engagements
▶ .42% Engagement Rate	▶ 9.98% Engagement Rate ●●
5X IG Story Frames	1X YouTube Video
▶ 12,695 Views	▶ 1,966,701 Views*
▶ 19.23% View Rate ●	▶ 305.86% View Rate*
▶ 80.48% Completion Rate ●	▶ 3,325 Engagements
	▶ .17% Engagement Rate

* Includes Paid Views

● On par or above 2019 Fullscreen/Best Buy Benchmarks

● On par or above Shareablee Industry Benchmarks

● Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

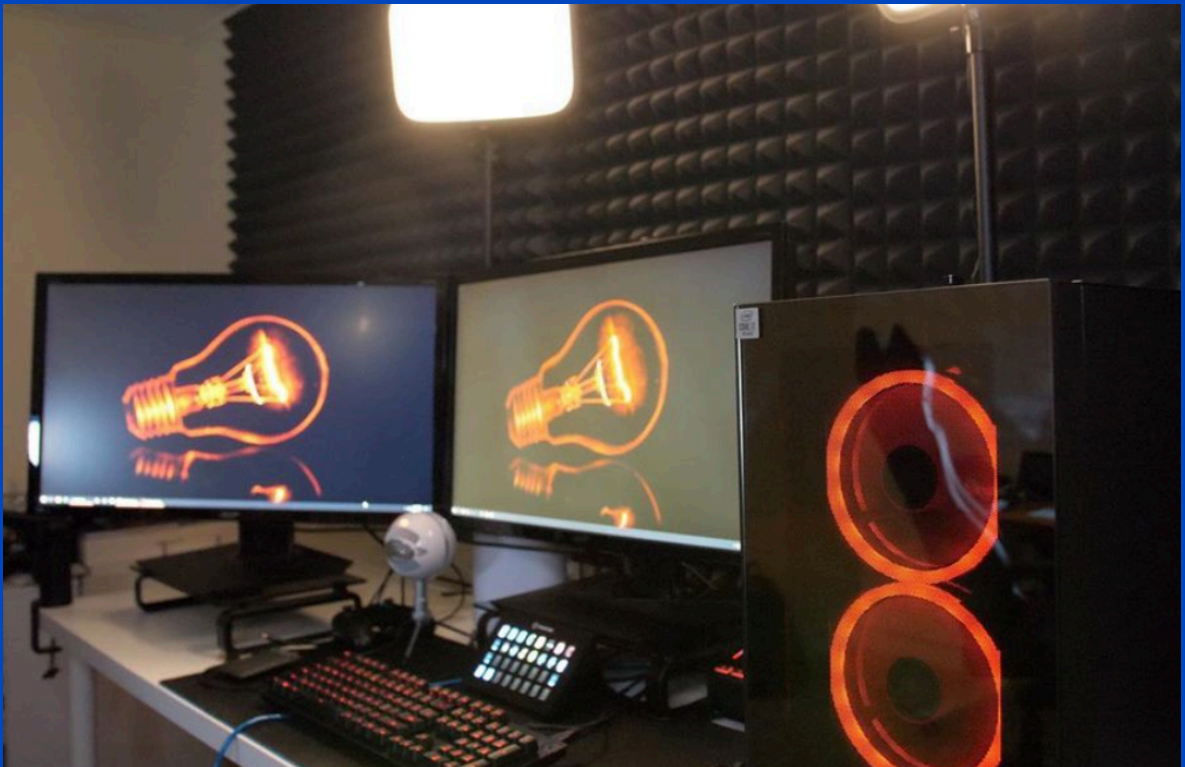
Performance and
Social reach data
pulled on flight end
date.

@IPODKINGCARTER

113.6K
followers

66K
followers

643K
subscribers



BACK TO SCHOOL

WHAT YOU ASKED FOR

For this campaign our objective was to partner with two (2) Macro influencers within the Gaming category to support the Back to School Gaming Campaign at Best Buy. Each influencer would create long-form video on YouTube and then support with additional content on Instagram and Twitter.

WHAT **WE** DELIVERED

We tapped **two (2) Macro** Gaming Influencers to share their experience with a variety of products with their audience and showcase how **Best Buy** can be a one-stop-shop as consumers head back to school. The influencers promoted their **Best Buy** partnership through a custom video on YouTube while driving further engagement on Instagram and Twitter.

BACK TO SCHOOL CROSS- PLATFORM PERFORMANCE RECAP

YOUTUBE

Total Social Reach:
3,498,000

Total Views:
12,635

View Rate:
.65%

Total Engagements:
979

INSTAGRAM

Total Social Reach:
1,102,800

Total Views (Stories):
136,953

Total Engagements:
18,529

Engagement Rate:
1.80%

TWITTER

Total Social Reach:
363,400

Total Engagements:
710



2X YOUTUBE VIDEOS

3X IG IN-FEED POSTS

9X IG STORY FRAMES

2X TWITTER POSTS

*Performance and Social reach data pulled
on flight end date.*

SWIFTOR

MACRO – GAMING

Swiftor is a gaming streamer known for his creative gameplays and hosts bunch of game competitions for his fans. Originally gaining recognition for playing Call of Duty, Swiftor has since played a variety of games on different consoles, and he was very excited to share with followers his latest on-the-go gaming device – the **Nintendo Switch**! Thanks to **Best Buy**, Swiftor is now able to game virtually anywhere with his **Switch**!

@SWIFTOR

 **135.4K**
followers

 **61.6K**
followers

 **2.88M**
subscribers



CONTENT PERFORMANCE

1X YouTube Video:

- ▶ **5,823 Views**
- ▶ **.20% View Rate**
- ▶ **580 Engagements**
- ▶ **10% Engagement Rate** ●●

1X Twitter Post

- ▶ **95 Engagements**
- ▶ **.07% Engagement Rate**

2X IG In-Feed Post

- ▶ **2,457 Engagements**
- ▶ **1.99% Engagement Rate**

5X IG Story Frames

- ▶ **23,378 Views**
- ▶ **37.95% View Rate** ●
- ▶ **84.25% Completion Rate** ●

● On par or above 2019 Fullscreen/Best Buy Benchmarks

● On par or above Shareablee Industry Benchmarks

● Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and
Social reach data
pulled on flight end
date.

KITTY PLAYS

MACRO – GAMING

Kitty Plays is a gamer whose interests also include cosplay, travel, and cooking. In addition to sharing her inside gaming tips and live streams, Kitty also vlogs her daily routines and takes time to connect to fans through answering their Q&As. As a versatile YouTuber, Kitty was a perfect fit to reach women and those who are big time gamers just like her! For this campaign, Kitty features her upgraded gaming space with the **Dell G5 15 SE gaming laptop, powered by AMD, SteelSeries Arctis 7 gaming headset, and Logitech G502 LIGHTSPEED wireless gaming mouse**

CONTENT PERFORMANCE

- | | |
|---------------------------|----------------------------|
| 1X In-Feed Instagram Post | 1X YouTube Video: |
| ▶ 15,542 Engagements | ▶ 6,802 Views |
| ▶ 3.39% Engagement Rate | ▶ 1.1% View Rate |
| | ▶ 399 Engagements |
| | ▶ 5.87% Engagement Rate ●● |
| 4X IG Story Frames | 1X Twitter Post |
| ▶ 113,575 Views | ▶ 615 Engagements |
| ▶ 24.74% View Rate ● | ▶ .27% Engagement Rate ● |
| ▶ 97.2% Completion Rate ● | |

- On par or above 2019 Fullscreen/Best Buy Benchmarks
- On par or above Shareablee Industry Benchmarks
- Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and
Social reach data
pulled on flight end
date.

@KITTYPLAYS

228K
followers


459K
followers

618K
subscribers



SENTIMENT

Followers and viewers were excited by the tips and the collaborations between Best Buy and the Influencers!



AMD Gaming @AMDGaming · Aug 27

Replying to @KittyPlays @Dell and 3 others

Awesome setup! It's a lot easier working and playing from home with some helpful gear. 😊






dank_chris ✨ @ThatDankMan · Aug 1

Replying to @fuslie @BestBuy and @IntelGaming

Ah yes what a true gamer on the laptop 🖥️



sylvia ☆ @sykvai · Jul 23

Replying to @fuslie @BestBuy and @IntelGaming


this looks like the laptop for all my gaming needs :D



GenG Ava @AvaGG · Aug 26

Replying to @KittyPlays @Dell and 4 others

Best buy always the best to shop from!



highimmike87 Best buy is lit

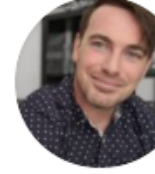
8w 2 likes Reply



Crystal @ResolveCrystal · Jul 31

Replying to @ipodkingcarter @BestBuy and 2 others

Ughhhh I wish I had the money for it. It looks soooooo sick! This would be amazing for when the new expansion of @Warcraft comes out.



Sir Rantsalot @ThadeousC · Sep 2

Replying to @ipodkingcarter @BestBuy and 2 others

Looking good man! Makes me want a new rig!



Ivan Ortiz Jr @IvanO2600 · Aug 31

Replying to @ipodkingcarter @BestBuy and 2 others


Ayeee good looks IPod! I was just looking at getting a gaming pc




MADD CZ@R @MADD_CZAR · Jul 31

Replying to @fuslie @BestBuy and @IntelGaming

Wait what Best Buy partners! Ohh I love that store like a Toys R Us for adults!



rogervaldez Been debating in getting a dell.. is this a sign 👉




itszetrix Love it! \$BESTBUY is best!



❄️🐛🐛🐛❄️ @wormdialect · Jul 30

Replying to @ipodkingcarter @BestBuy and 2 others

i wanna be a LIT streamer 🎮👀 might have to naenae 🙄👉 my way to best buy 🙄👉



tydurham_ Glad you are enjoying yourselves Swift!! Now you are making me want to get a Nintendo Switch!! LUL



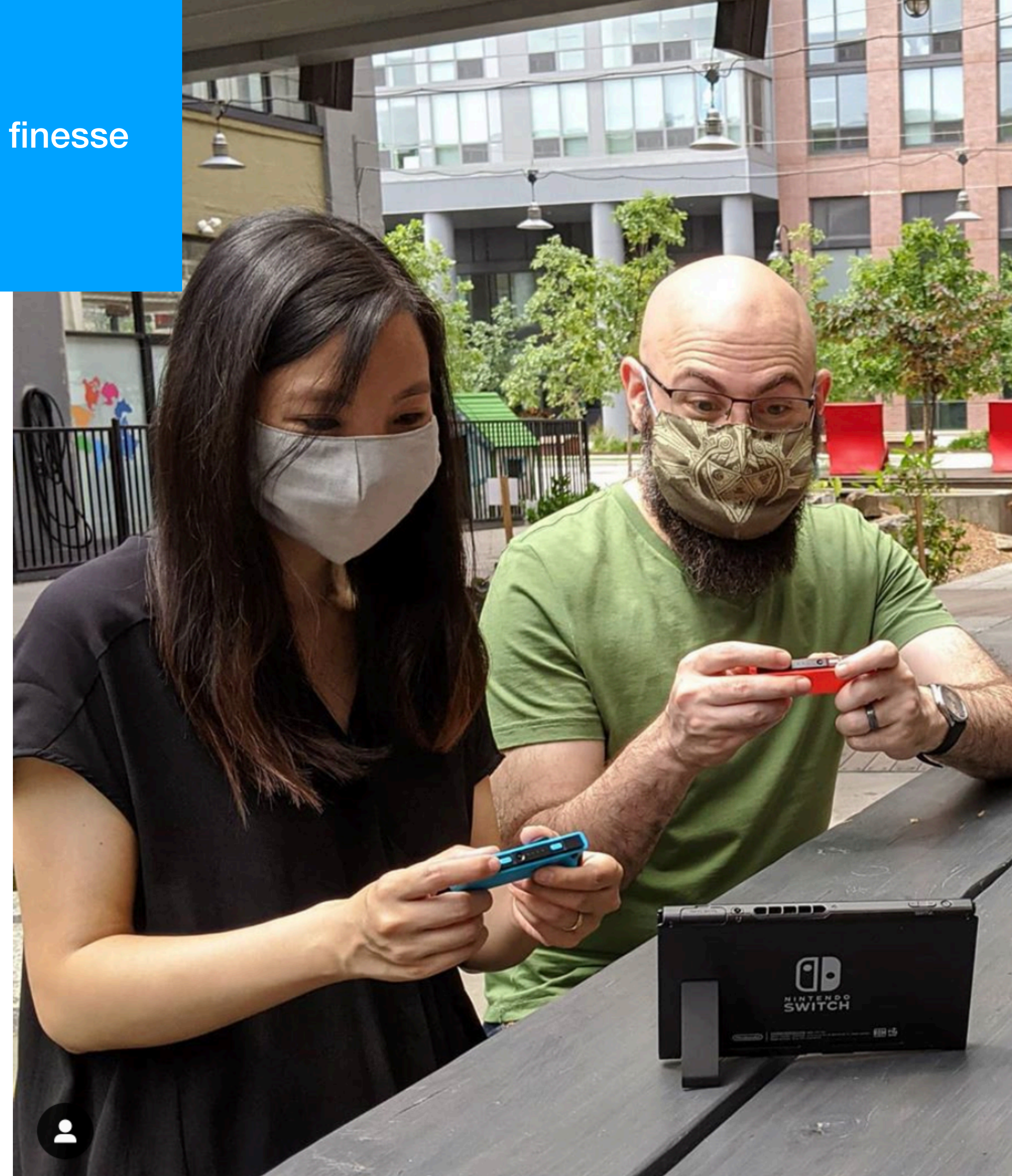
gswirlytv That laptop is so pretttyyy

TALENT CONTRACTING & EXECUTION

TALENT CONTRACTING RECOMMENDATIONS

HE to finesse

- **Delay in confirming products and tentpoles to support**
 - We ran into issues with Censor's team, and had to navigate other teams, because we weren't able to confirm the products they would be supporting in a timely manner before/during the contracting phase.
 - Larger talent generally asked for product specificity well in advance and it delayed contracting to not have those products locked.
- **Deliverables deviating from original plan**
 - This ended up being fine but it would be great to not have to pivot talent deliverables after contracting. It costs us money and makes us and the brand look not buttoned up.
- **Competitives/Partnerships**
 - Our contract with BBY only has exclusivity in the retail space. While we ask talent for current and future partnerships in the gaming space, it would be helpful to have those specific categories from the brand (headsets, monitors, other peripherals etc) in advance so we can clear everything before contracting and avoid surprises and unnecessary back and forth.



EXECUTION RECOMMENDATIONS

need from DR

- **Delay in confirming products and tentpoles to support**
 - We ran into issues with Censor's team, and had to navigate other teams, because we weren't able to confirm the products they would be supporting in a timely manner before/during the contracting phase.
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**WHAT'S TO
COME**

WHAT’S TO COME?

FUSLIE



HOLISTIC

213K
209K
205K

IMDAVISS



HOLISTIC + PC INTEL

1.12M
158K
125K

TRADECHAT



CYBERPUNK + HOLIDAY

448K
30.5K
67K
268K

SWIFTOR



CYBERPUNK




2.87M
61.1K
135.4K
1.2M

WHAT'S TO COME?

BRIANNA ARSEMENT







PC INTEL + HOLIDAY

 2.52M
 422K
 20.3K

JORDAN MARON






XBOX + HOLIDAY

 11.1M
 873K
 4.4M
 1.6M

KRIS LONDON



XBOX + HOLIDAY

 2.39M
 880K
 396K

KITTYPLAYS



HOLIDAY

 616K
 454K
 227K

BEST BUY FY'20 INFLUENCER ORGANIC BENCHMARKS

INSTAGRAM

	organic in-feed	organic stories
engagement rate	5.38%	-
view rate	8.39%	8.13%

Industry Q4 2019
avg. engagement rate = 3.62%
Fullscreen's 2020 Internal Benchmark for
Multi-Frame Story Completion Rate is 80%

YOUTUBE

	organic
engagement rate	5.48%
view rate	13.64%

Industry Q4 2019
avg. engagement rate = 3.96%

TWITTER

	organic
engagement rate	0.28%
view rate	8.06%

Industry Q4 2019
avg. engagement rate = 0.26%

SOURCE: INDUSTRY AVERAGES VIA SHAREABLEE 2019

BEST BUY DATA BASED ON CAMPAIGNS COMPLETED DURING JUNE 2019 - JAN 2020

THANK YOU!

