



CASE STUDY:

BUILDING BRAND AFFINITY MONSTER ENERGY & ETNIES

ABOUT THE CLIENTS:

Monster Energy is a publicly held energy beverage company that stands as an innovator in branding in the action sports industry. Year after year Monster continues to fuel action sports with sponsorships of talented athletes, musicians, and fans. As they say, "Monster is a lifestyle in a can."

Etnies is the first skateboarder-owned and operated global action sports footwear and Apparel Company. Etnies not only pushed the envelope by creating the first pro model skate shoe, but it pioneered technological advances and changed the face of skateboard footwear forever.



ABOUT THE EVENT:

The 2011 Riders Above Dirt (R.A.D.) Awards is an award show dedicated to the riders, as well as, a platform for the riders to raise awareness to those affected by spinal cord injuries, in association with the Chris Ackerman Foundation. The award show took place at Pala Casino on December 18th, 2011. All of the top brands and personalities of the sport took part in a 4 hour live broadcast featuring highlights of the RAD FMX Amateur Nationals Contest, red carpet interviews, and the official awards show which featured live music, interviews and award presentations.

THE CHALLENGE:

How to generate and foster brand affinity for Monster Energy and Etnies by engaging their active social communities in a meaningful and interactive online experience. Specifically, Monster needed a way to drive their thriving Facebook and Twitter communities of roughly 15 million, back to their own website, to create more effective one-to-one marketing programs by capturing names and email addresses in the process. Meanwhile, Etnies was looking to organically launch into a broader demographic and verticle beyond just skateboarders. Etnies was looking to raise the bar for interactive media within the industry through new and innovative marketing techniques that would further their founding mission statement of being technologically advanced.

THE SOLUTION:

TodoCast created a live social broadcast directly in the Monster's website, utilizing social media marketing through Facebook and Twitter to drive viewers back to the live event. TodoCast designed and implemented a completely customized, co-branded, live social broadcast experience. Utilizing TodoCast's CenterStage, a private-label social broadcast solution, as the live platform viewers were funneled to MonsterEnergy.com for a broadcast of Freestyle Motocross mayhem.

TodoCast's social media activation also played a large promotion role in enabling both Monster and Etnies to drive traffic directly to their Facebook pages and Twitter feeds, ultimately funnelling consumers to the live broadcast. Etnies, with 222,000 Facebook friends, was able to co-brand alongside the over 14 million that follow Monster. TodoCast's complete online activation enabled fans of both brands to immerse themselves in a rich social experience.

Onsite activation consisted of hourly product giveaways of autographed Etnies shoes, and an autographed Monster Energy refrigerator. Fans were directed throughout the broadcast to enter to win the sponsored prizes with the contest culminating as a branded announcement of the prizewinners.

KEY HIGHLIGHTS:

- Reached nearly 850,000 people
- Facebook posts generated 2436 "Likes", 110 comments and 54 shares
- TodoCast Facebook application specifically responsible for 1000+ new "Likes" for sponsors