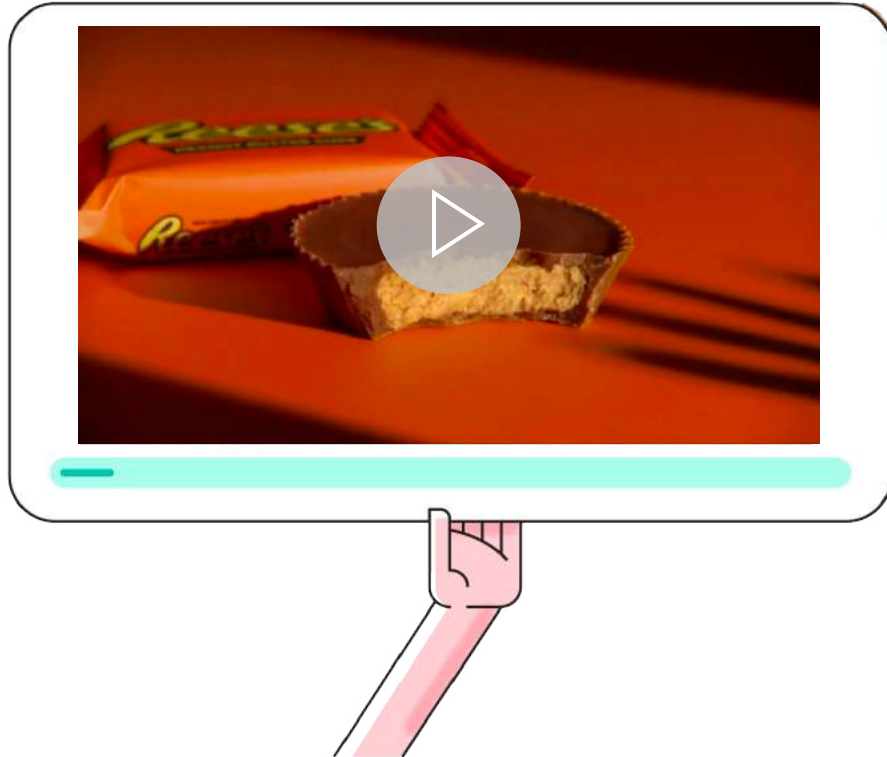


Campaign Teardown

Reese's



Reese's



Reese's

Hershey's Reese's Peanut Butter Cup is one of the most popular candy brands in America, so it's safe to say that they're authorities when it comes to the food and drink industry. However, it turns out that this famous candy brand has also mastered content marketing on social media.

Noticing that consumers, and especially young consumers, were getting most of their media content from social platforms like YouTube and Instagram, Hersey's expanded their strategic marketing practices to emphasize influencer marketing.

Campaign Breakdown

NeoReach designed Reese's campaign with these objectives in mind:

1

Social Media

Reese's has used social media as a powerful tool to support the launch of their new products. The brand utilizes Twitter, [Instagram](#), Facebook, [TikTok](#), YouTube, and more to share eye-catching visuals, hilarious memes, recipes, and engaging videos to capture their audience's attention for campaigns..



2

Hashtags

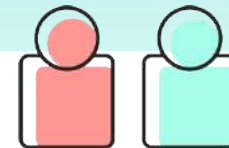
Reese's has also been known to take advantage of trending hashtags and events on social media to optimize their platforms and interact more with their followers. Doing so has given Reese's a consistent and friendly brand voice.



3

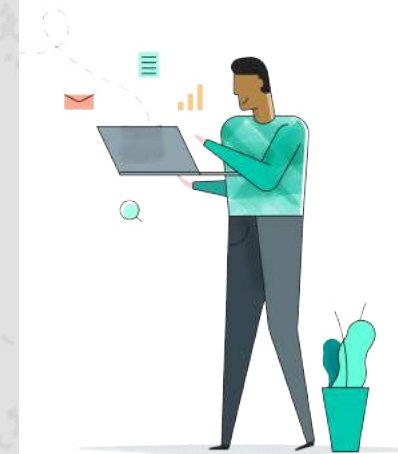
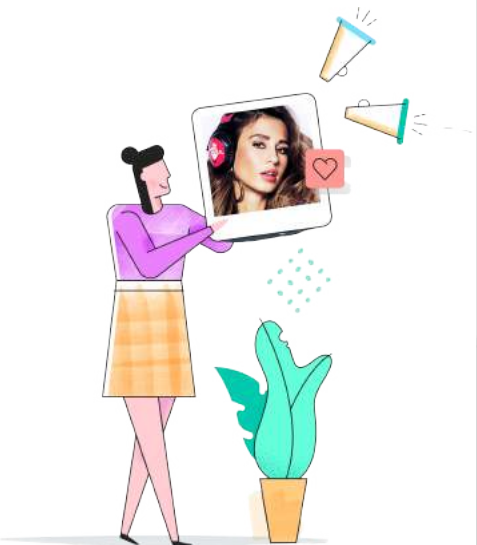
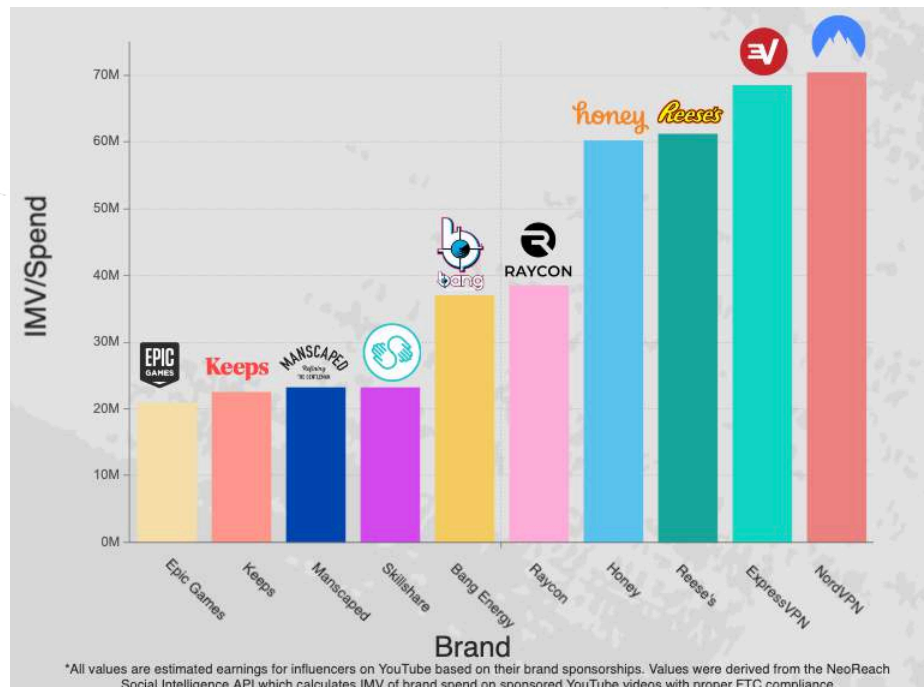
Campaign Kickoff

Reese's has also stated that social media allows them to listen to customer feedback for insight about their products and how to further develop their social media strategy.



Strategy

Reese's was one of the top brands, spending over \$1M in Q3. Reese's sponsored 186 videos, activated four influencers, and gained 68.6M total views on YouTube.



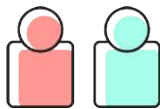
SypherPK

an extremely popular YouTuber that makes pro-level gameplay videos. While he plays Fortnite mainly on his channel, his viewers can always expect to find pro-level tips and strategies on his channel and his other social media accounts.



933M

Channel Views



5M

Subscribers

FORTNITE

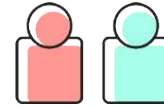
Symfuhny

Mason Lanier, also known as Symfuhny, is an Esports personality, streamer, pro-player, and gaming content creator that has amassed a large following online. He's best known for his Fortnite and Call of Duty videos.



60M

Channel Views



979K

Subscribers

A portrait of a man with short dark hair and a goatee, wearing a dark hoodie, against a light blue background. The portrait is partially obscured by a white information box on the right side of the image.

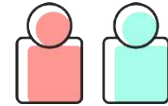
Kripparrian

Octavian Morosan, better known by his online username Kripparrian, is a Romanian-Canadian Twitch streamer, YouTuber, and gaming personality. He's very active on social media, posting two videos per day on YouTube.



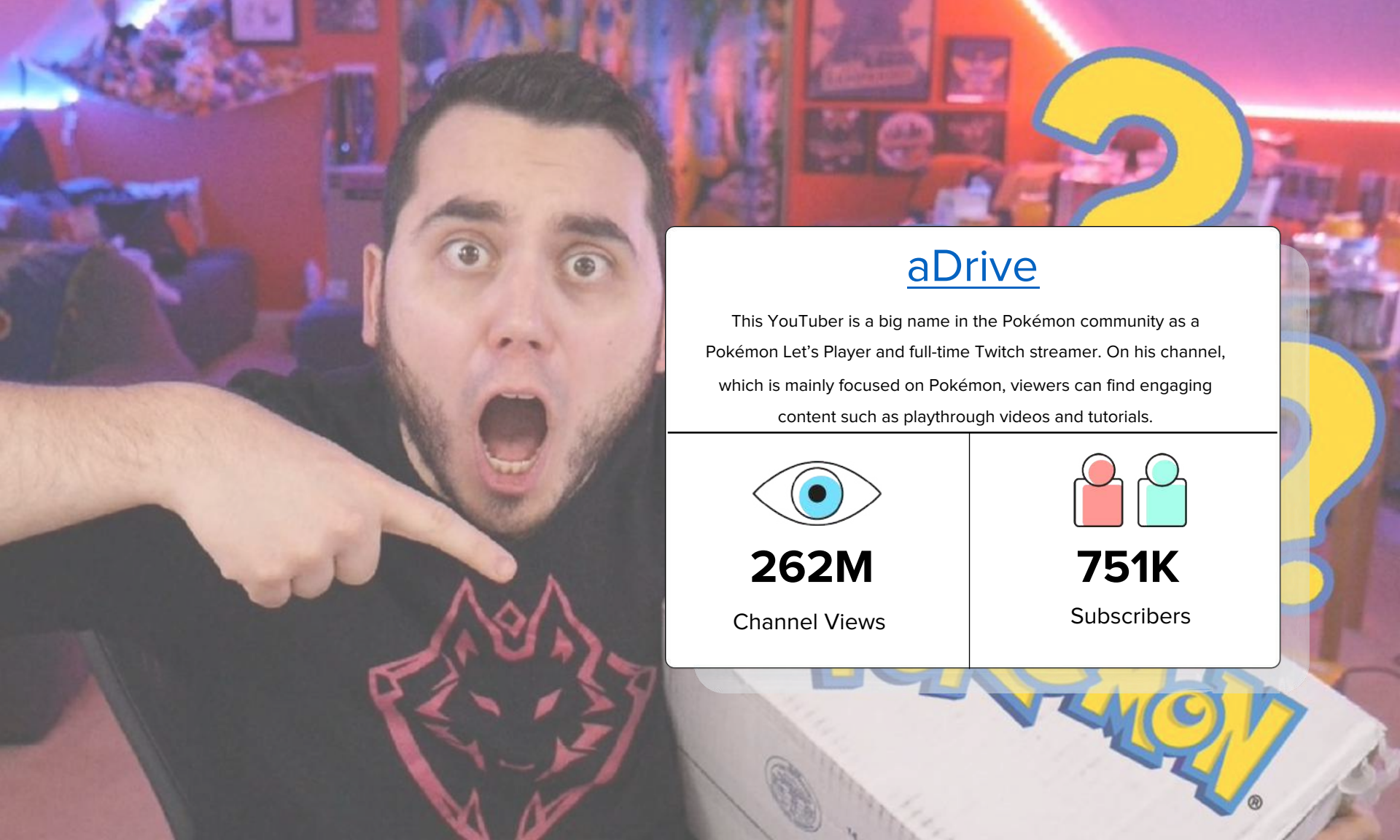
930M

Channel Views



938K

Subscribers



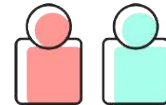
aDrive

This YouTuber is a big name in the Pokémon community as a Pokémon Let's Player and full-time Twitch streamer. On his channel, which is mainly focused on Pokémon, viewers can find engaging content such as playthrough videos and tutorials.



262M

Channel Views

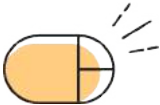



751K

Subscribers

Final Results

Back before Reese's launch, many publications reported that the Take 5's comeback campaign would be centered around attracting Millennial and Gen Z shoppers. Through their YouTube strategies and overall marketing methods, this goal was achieved. With Reese's sponsored videos, the brand achieved incredible metrics, such as:

	
304B Reach	2.5M Likes