



Group 7 – Social Media Campaign  
(Use of Facebook)

## THE BRIEF:

To conduct a pre-launch campaign for the app – Lyfe, that helps people reach their goals by socially collaborating with one another through the app and motivating people to reach their goals.

The strategy:

Instead of marketing the Lyfe app directly, Geek decided to do something different.

## THE CONTEST:

We asked people to tell us what “Lyfe Is” to them and designed posts on Facebook based on their responses.

The best response, who garnered the maximum likes on their post went home with a surprise gift from LYFE.

Lyfe means different things to different people.

We took this insight and created an interesting way to reach out to the TG in the form of a contest.

The contest:

Geek created a contest on the Lyfe Facebook page asking people to share with us what 'Lyfe Is...' to them.

We, in turn, made creatives of the entries we received for the contest, so that people could share them with their friends and keep motivating them to change.

# **The Facebook Creatives**

Life is...

keeping warm  
on a cold  
winter day!





Life is...

Reading  
so many  
books!



Life is...

all about  
family!

MAMA PAPA & ME



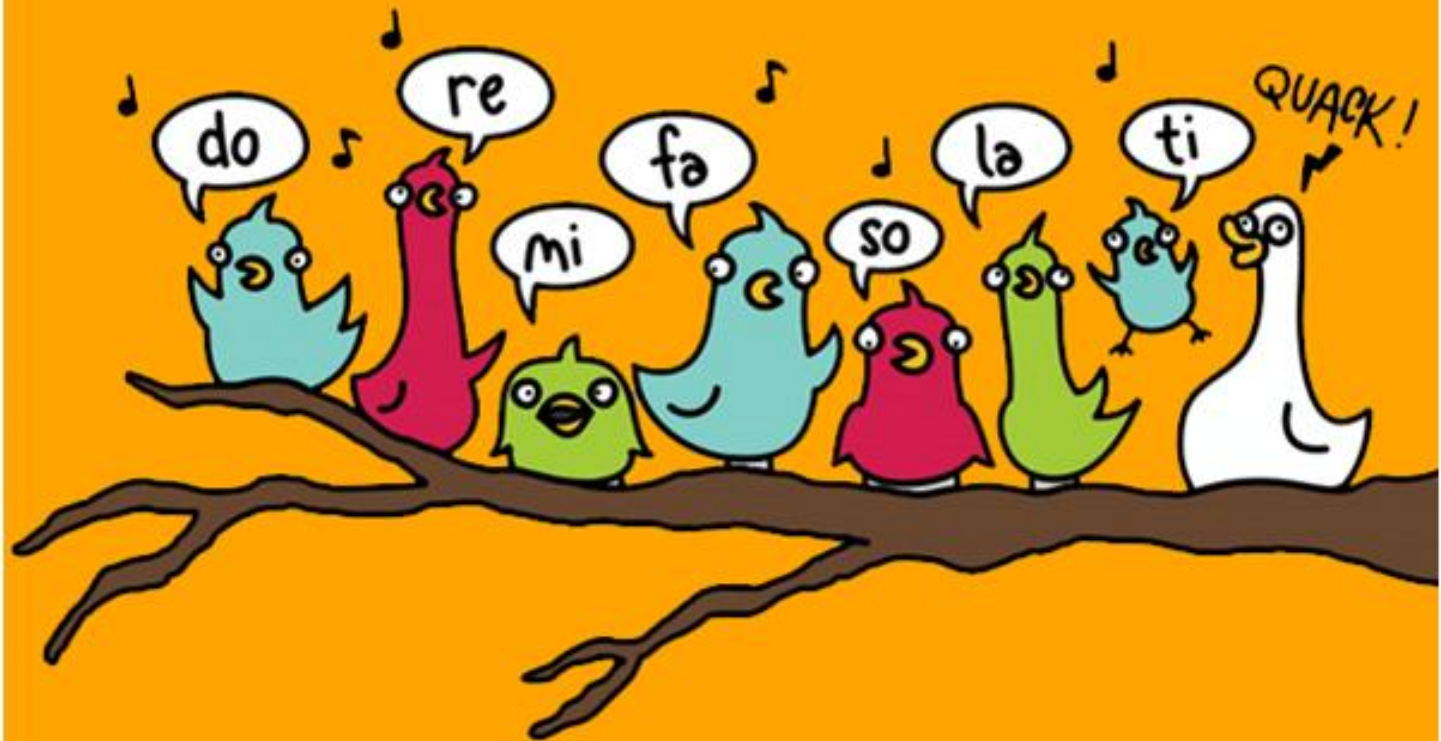
Life is...





Life is...

Singing away  
to glory!

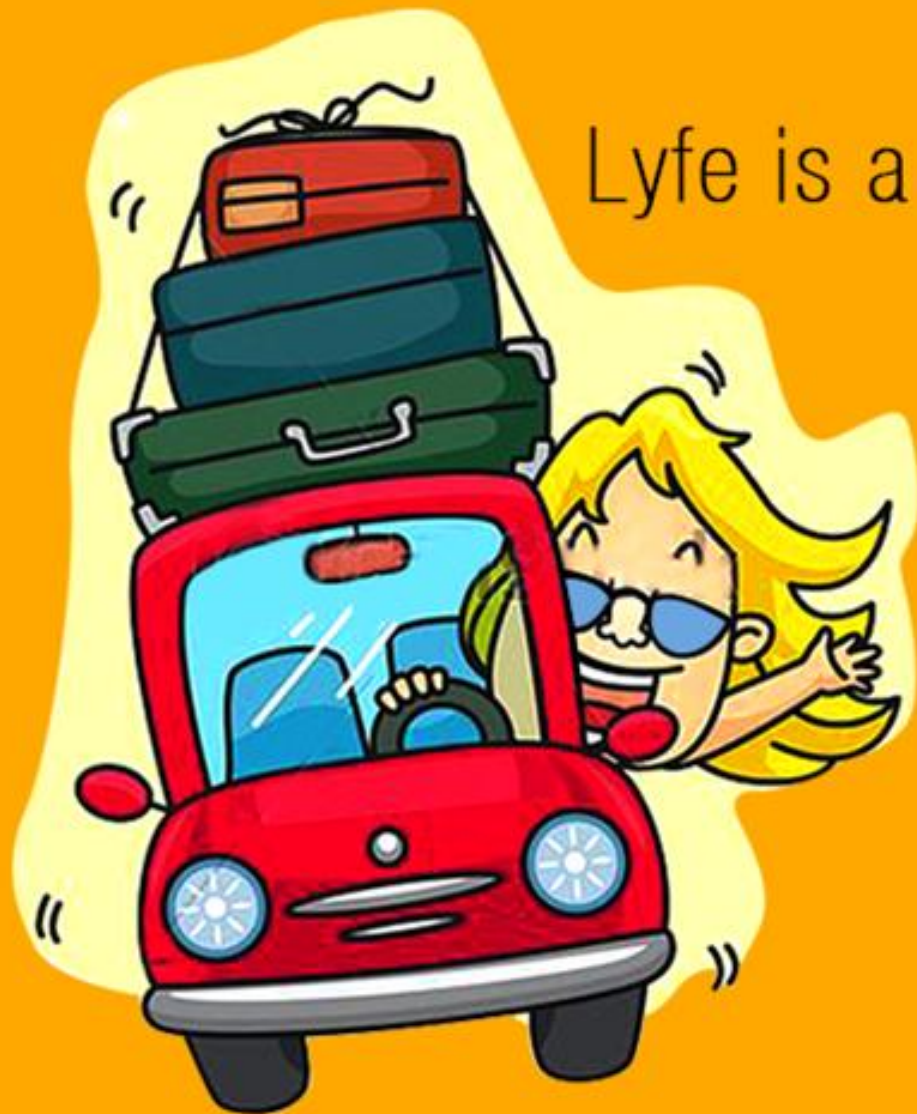


*Life is...*

*about diving into  
a new world!*



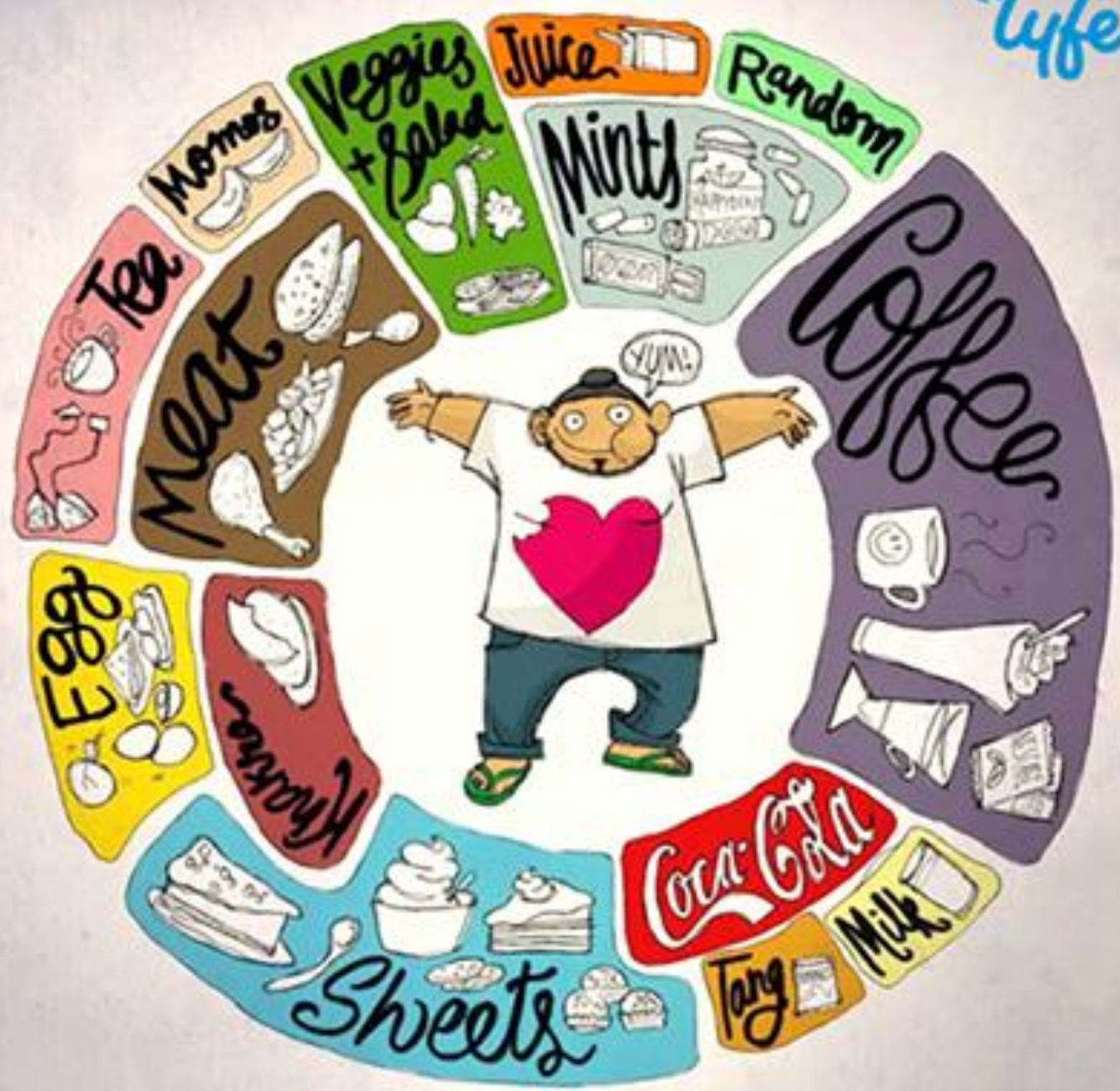
Lyfe



Lyfe is a road trip.



Life





Life is...

chasing  
my passion!





*Life*

# A STROKE OF GENIUS!



*Life*

"I HATED TRAINING, TILL I CHANGED MY  
WORKOUTS TO INCLUDE MORE MUSIC.

NOW THEY CALL ME GYM MORRISON."



Life

SNORE LESS. SCORE MORE.



ALL IT NEEDS IS A LIFESTYLE CHANGE!

*Life*

*Life*

IS

ABOUT

**CREATING**

YOURSELF

*Life*

## THE RESULT:

People came up with a lot of honest and heart-felt responses to what life means to them.

## THE RESULT:

Through this fun contest and with the support of media spends on our Facebook ads, we created a lot of buzz before the launch of the LYFE app.

## THE RESULT:

A 75% increase in organic fans on Facebook

Over 200 people sent in their entries in one week alone  
– an impressive figure for a brand new page!

Thanks!