



**BRIDGESTONE**

# NFL #GOLONGCONTEST

Driving entries to Bridgestone's Super Bowl contest



## CAPABILITIES USED

- CELEBRITY PARTNERSHIP
- PAID SOCIAL MEDIA

## THE CHALLENGE

As the world's largest tire and rubber company, Bridgestone needed to drive awareness and engagement around its high-mileage Dueler tire. Bridgestone already had a partnership with NFL all-pro receiver Larry Fitzgerald but struggled to bridge the gap between the campaign and the affinity that drove consideration for the brand.

## ACTION

Bridgestone charged one50one with tapping into the collective passion of the NFL while utilizing existing social media behaviors. That sparked the #GoLongContest in which fans were asked to share a photo using the hashtag to show why they "long" to go to Super Bowl LI for a chance to win tickets and a fan experience for two.

In order to break through the clutter on social media, one50one enlisted its content production team to develop a comic book illustration series that brought the "Go Long" idea to life while integrating product and brand messaging. In addition to Twitter and Facebook ad units to drive awareness and contest entries, Larry Fitzgerald shared the contest on Facebook, Twitter, and Instagram to engage his passionate community.

## RESULTS

DURING THE NFL SEASON, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

**88,887**

entries

**12.171M**

social impressions

**26.5%**

engagement rate

**3.402M**

video views

**3.226M**

social media engagements