

## NIELSEN INFLUENCER BRAND EFFECT



# SPREADING POSITIVE (BRAND) ENERGY

HOW THE FIFTH USED INFLUENCER MARKETING TO DRIVE RELEVANCE OF THE LUCOZADE ENERGY BRAND

## BACKGROUND

The soft drink brand, Lucozade Energy, was looking to drive relevance and association with a “positive energy” amongst its Gen Z 18-25 year-old target audience.

To achieve their objective, the Lucozade Energy team tasked The Fifth, a specialist influencer marketing agency, to create a thought-provoking “chain-reaction” style interview series that would leave this audience feeling motivated and inspired.

At a time when measuring the effectiveness of influencer marketing is becoming increasingly important for advertisers, finding the right solution to assess and measure campaign impact on brand metrics was a key priority for both the Lucozade Energy team and The Fifth.

## STRATEGY

The Fifth developed the upbeat LUCOZADE PRESENTS #POSITIVECHAIN video series featuring 6 of the UK’s top Influencers chatting in pairs, with one passing on positive advice to the other. Shot in an informal setting, Lucozade bottles were visible as the Influencers talked.

At the close of each video, the Influencer being interviewed opened a bottle of Lucozade to reveal a note inside that announced who they would be interviewing next.

The aim was to leave the audience feeling inspired and positive through the help of the “chain-reaction” style interview series, in a way that would feel natural to Gen Z.

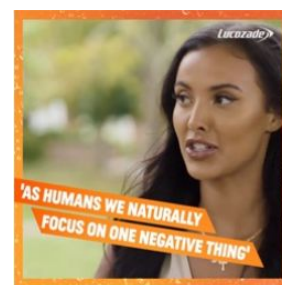
To assess the effectiveness of their campaign strategy, The Fifth relied on Nielsen’s Influencer Brand Effect to measure the creatives and campaign impact on brand sentiment among the target 18-25 audience.

**CLIENT:** Lucozade Energy with The Fifth influencer marketing agency

**CAMPAIGN:** LUCOZADE PRESENTS #POSITIVECHAIN video series featuring 6 top UK Influencers

**OBJECTIVE:** Drive penetration and increase relevance among Gen Z (18-25)

**MEASUREMENT SOLUTION:** Nielsen’s Influencer Brand Effect



## OUTCOMES & INSIGHTS

Nielsen’s Influencer Brand Effect leveraged an exposed and control methodology to determine the effectiveness of the influencer marketing campaign in driving Lucozade Energy brand KPIs.

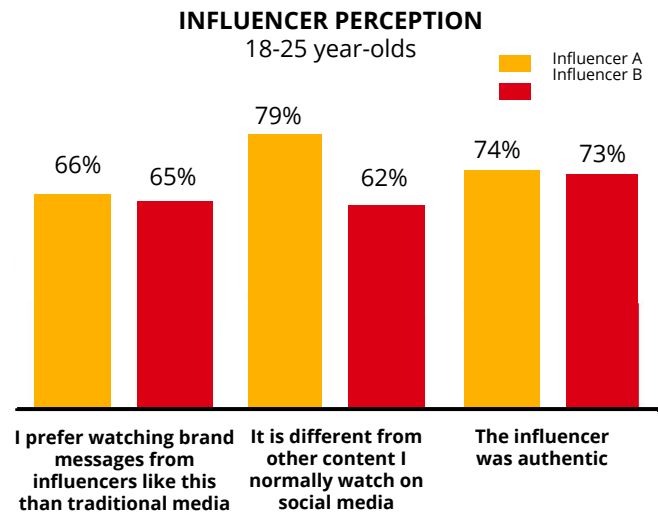
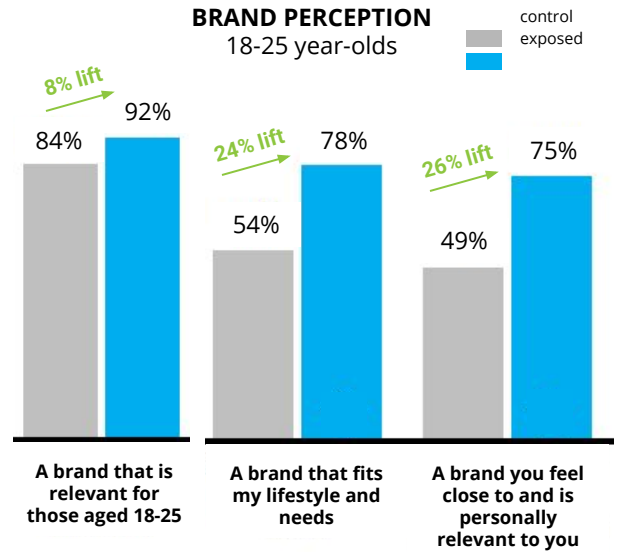
The study also included a creative evaluation and a sentiment analysis to assess the perceived 'fit' between the brand and who were the right influencers to drive the brand goals.

- Overall, the campaign was **successful at driving brand relevance among Lucozade Energy’s target audience**, with 9 out of 10 of the 18-25 year-olds exposed to the campaign considering it “a relevant brand for those of the same age” - an increase of 8% vs the non-exposed.
- 18-25 year-olds who **“feel the brand is personally relevant to them”** and those who consider **“the brand fits their lifestyle and needs”** had the highest increase after being exposed to the influencer campaign, vs the control group - a lift of 26% and 24% respectively.
- The study also helped identify **which Influencer content resonated the most with their target audience**.

These powerful insights gained through Nielsen’s Influencer Brand Effect allowed Lucozade Energy and The Fifth, not only to confidently determine the effectiveness of their influencer marketing campaign, but also enabled them with learnings that will be instrumental when planning future ones.

“This campaign was centred around driving relevance and brand advocacy; two objectives that are typically harder to measure effectively for influencer marketing. At The Fifth, we are committed to going beyond standard social media metrics to prove the upper funnel impact on brand, sentiment and consideration. Nielsen’s study helped us to measure and therefore demonstrate success far beyond the click, as well as providing invaluable learnings for our next campaign with the client.”

Oliver Lewis,  
MD & Founder, The Fifth



### KEY TAKEAWAYS

- The #POSITIVECHAIN influencer videos were **successful at shifting the target audience’s brand perception**
- The study enabled Lucozade Energy and The Fifth to **identify which Influencer content resonated the most with the target audience 18-25**
- The Fifth and Lucozade gained **powerful insights for planning future influencer marketing campaigns**