

# ENGAGE YOUR AUDIENCE THROUGHOUT THE BUYER'S JOURNEY WITH INFLUENCER MARKETING

How Harmonix identified relevant influencers who drove online conversions through offline engagements and events

## 500

Influencers

## 594

Local Events

## 4,283

UGC Videos Created

### AT A GLANCE

**Harmonix Music Systems**, established in 1995 in Boston, MA, is the leading developer of rhythm video games and related accessories.

Harmonix supported the launch of their latest product, **Rock Band 4**, with a Sideqik **influencer campaign** to drive community engagement and awareness around the new product launch.

They used Sideqik to recruit and evaluate superfans for their “Road Crew” community. They then worked with those influencers to **create social content** by sharing **experiences**, hosting **live events**, and spreading the word about Rock Band 4



## What Challenges Did Harmonix Face?

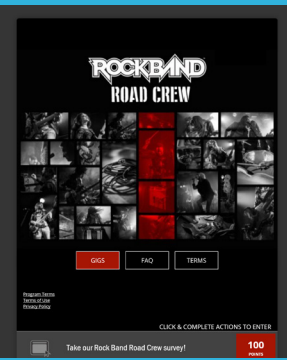
Harmonix was releasing a new game in their flagship franchise Rock Band 4. Since Rock Band is a socially-driven game, they needed to bring their biggest fans together online and offline to ensure the hype was turned up to 11.

## What Was The Solution?

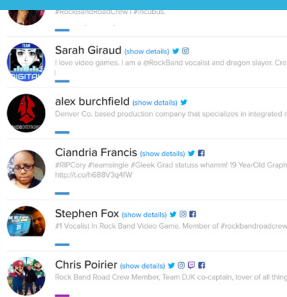
Harmonix built a community called “Rock Band Road Crew,” comprised of their most dedicated and influential fans. They used Sideqik to gather video applications and select the best for “Road Crew.”

The “Road Crew” helped Harmonix communicate and promote the release of Rock Band 4 by completing actions (called “gigs”) to help build excitement around the game launch. They earned points that could be redeemed for prizes, ranging from in-game rewards to gift cards and limited-edition guitars.

Gigs included hosting live events (e.g. karaoke parties), watching live game streams, sharing their favorite set lists, and uploading photos and YouTube videos of them jamming out. Over 500 live events and parties were hosted by the influencers and streamed online.



“ROAD CREW”  
HOPEFULS SUBMITTED  
VIDEO APPLICATIONS  
ONLINE



ACTIONS, REWARDS,  
AND COMMUNICATION  
MANAGED IN SIDEQIK



LIVE EVENTS AND  
PARTIES WERE  
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## How Did Harmonix Leverage Sideqik?

Harmonix worked with the team at Sideqik to lay the foundation for “Road Crew” to manage and streamline their recruitment process. Knowing their initial goals, Harmonix identified applicants who were able to engage with their online audience and local communities. For “Road Crew” to succeed it was important that Harmonix be able to:

- Verify influencer social channels
- Track and measure engagement of individual influencers
- Directly communicate with influencers to build lasting relationships
- Measure the social impact of influencer-driven efforts

## How Did Harmonix Identify Key Influencers?

Harmonix used Sideqik to build their “Road Crew” application and style it to match Rock Band’s unique brand. Newsletters, forums, and online publications drove over 1,000 applications. Harmonix used Sideqik to watch their uploaded videos, review their social profiles, and identify the 500 most impactful influencers.

## How Did Influencers Work With Harmonix?

Harmonix used Sideqik to communicate with their influencers on a weekly basis and alert them as new “gigs” were available to complete. “Road Crew” members used Harmonix’s Sideqik campaign to share stories on social media, upload their user-created videos, and post photos of their parties. This drove consistent sharing of organic content in the weeks leading up to the game launch.

## Evergreen Content Rocks On

Content published with the hashtag #RockBandRoadCrew continues to exist across social media, boosting Harmonix’s SEO and brand presence. The influencer relationships developed during “Road Crew” proved to be the real reward from the campaign, as the influencers’ engagement with the brand continued long past the launch.

## Results From “Rock Band Road Crew”

The **500 “Road Crew” influencers** completed thousands of actions, including creating and uploading **4,283 online videos** and hosting **594 live events**, building excitement around the launch of one of the most fun games of the year.

## Keys to Success

- **Identify key influencers** based on brand and original content produced
- **Create ongoing conversations** with influencers to direct branded messaging and content
- **Provide actions and rewards** to influencers to drive online and offline engagement, and showcase evergreen content through social channels

sideqik