

# DRIVE ENGAGEMENT THROUGH LOCALIZED INFLUENCER MARKETING AND SOCIAL EXPERIENCES

How Peugeot increased awareness of Django scooters by working with lifestyle influencers

157

POSTS

75,110

ENGAGEMENTS

514%

ROI

## AT A GLANCE

**Peugeot**, a flagship French company, leads the international automotive industry as a pioneer in motorcycle manufacturing and design. They worked with **beauty, fashion, and lifestyle influencers** to introduce the Django line of scooters to the Netherlands.

Using the #DjangoTakesYouThere hashtag, these influencers **increased brand awareness across YouTube and Instagram**.

They emphasized the experience of riding Peugeot Django scooters while **sharing compelling stories around the Netherlands**.



## What Challenges Did Peugeot Face?

Peugeot wanted to introduce the Django scooter into the Netherlands, a country historically known for cycling. Peugeot's Django scooter aims to attract a young, urban clientele with a sense of fashion, who seek to travel in style.

## What Was The Solution?

Peugeot turned to Sideqik's Dutch agency partner Brandambassadors, who used our powerful, analytics-focused technology to scale their influencer efforts. Brandambassadors chose beauty, fashion, and lifestyle influencers to share the Django experience in cities across the Netherlands, and used Sideqik to manage the campaign and measure the impact of these influencers.

Moteo Netherlands, Peugeot's local distributor, teamed up with Brandambassadors to provide each influencer a Django scooter that influencers then used to create original content for the campaign. Unified by the branded hashtag #DjangoTakesYouThere, influencers emphasized the joy of riding Django scooters and crafted social stories across Instagram and YouTube.

## #DjangoTakesYouThere

Influencers created over 150 pieces of original content for Peugeot's campaign in all forms of media. Here's a look at some of our favorite photos from the campaign that show how #DjangoTakesYouThere.



@INTOTMAGAZINE



@RADIATEFASHION



@SUPONGOESTILO



@TLNIQUE



@PRINCEOFJETSET



@LAURAPONTICORVO



@FABLEFRIQUE



@HOWAREYOUJASON

“ IF YOU ARE NOT  
VISIBLE, YOU WILL NOT  
FIND CUSTOMERS.

REMAS HAVERKAMP,  
BRANDAMBASSADORS

## How Did Brandambassadors Leverage Sideqik?

Influencers included #DjangoTakesYouThere in all of their campaign-related posts. Sideqik monitored the campaign and automatically aggregated the posts to make it easy to measure the ROI, monitor engagements, and rank the effectiveness of each influencer. This helped Peugeot understand the influencers' impact and drive more awareness and engagement for consumers in the Netherlands.

## Creating the #DjangoTakesYouThere Story

To tell the #DjangoTakesYouThere story for Peugeot, relevance was key. They identified top-tier influencers based on profile analysis, brand synergy, and location using Sideqik. Peugeot provided scooters to the influencers to showcase the scooters as part of their everyday lives to tell local, meaningful stories. Influencers were given the opportunity to keep their scooter if they out-performed other influencers based on the metrics tracked through Sideqik.

## What Social Stories Were Tracked Through Sideqik?

The #DjangoTakesYouThere campaign covered a wide breadth of European settings, from traditional urban experiences, such as shopping and day trips, to chronicling the path of one influencer's journey to her wedding. Their audiences related to these authentic posts, and Sideqik helped them measure the impact of the campaign.

## Results From #DjangoTakesYouThere

The influencers, whose total reach exceeded **3.8 million people**, generated over **1.4 million impressions, 100k likes, and 3k comments** through a combined **157 posts and videos**. This generated a **513% ROI** for the #DjangoTakesYouThere campaign and a successful introduction of the scooter to its target audience.

## Keys To Success

- **Identify relevant influencers** that matched the Django brand and showed positivity towards the campaign
- **Measure success of #DjangoTakesYouThere branded hashtag** through impressions and engagements across Facebook, Twitter, Instagram, and YouTube
- **Track ROI based on earned media** to understand the impact the Django influencers had on the campaign

# sideqik