HUAWEI MOBILE

SHOWWHATYOULOVE
The Huawei Mobile #ShowWhatYouLove campaign was aimed at generating awareness for the launch of the Huawei P10 smartphone. With the launch campaign, Huawei positioned their company as the go to brand for the best smartphone photography worldwide.

The target audience for this campaign were users who use their smartphone to show what they love. And the Huawei P10 enables them to do so.

The strategy was set up around four photography workshops where we invited Instagram influencers to test out the phone. The workshops took place in four stunning locations - the Leica headquarters, a winery in Spain, the Dolomites and a boutique restaurant in Frankfurt, Germany.
CAMPAIGN RESULTS

KEY PERFORMANCE INDICATORS

72.8m Reach through Campaign Postings
24.5m Reach through User Generated Content

5.3m Likes
112.4k Comments
5% Average Engagement Rate

The campaign exceeded reach targets by 42% and engagement targets by 94%.

AWARDS

In 2018, the #ShowWhatYouLove campaign won the German Award for Online Communication in the category Product Launch.