



#ExpertEngine

Olympics Tokyo 2020- Custom Tweet for Autoresponse

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#Background

The IOC (Olympics Committee), @Olympics on Twitter, wanted to run a user-friendly program during the games that would educate people on the numerous sports happening at this year's Tokyo Olympics and turn them into real experts 🤓.

#OurSolution

As Twitter API Partner we helped them deliver their mission by developing the technical outcome of the mechanics, which was based on the [Tweet for Autoresponse](#) format.

Simply by tweeting the hashtag #ExpertEngine along with the handle @Olympics and any sport hashtag, such as #boxing or #swimming, fans on Twitter would automatically receive a reply with facts and animated clips related to that event and sharing fun facts and anecdotes about that sport.

On our end, the creation of this campaign consisted of developing and automating the reply-logistics for the different 49 hashtags, each of them associated with its own content and video clip, and each one corresponding to a sport. We delivered more than 2.3K autoreplies for more than 1K unique users 🙌.

BRAND:
Olympics ✓

DATE:
July 2021

MARKET
Global

FORMAT:
Custom Tweet for Autoresponse

Watch it here → [#ExpertEngine](#)

Promoted Tweet



Tweet for autoresponse



Custom Brand auto reply

