



#RealFootball

Real Madrid C.F. - Emoji Engine



guud

#TheRequest

As part of the new campaign launch from @RealMadrid called #RealFootball, we were tasked with creating an engagement action on Twitter associated to their new concept and in which their global fans could connect in a fun and emotional way during the campaign release.

#OurSolution

For the activation, we developed a high but simple engagement action by using our format **Emoji Engine with Twitter Auto-response**, in which fans had to tweet 1 of the 11 selected emojis: 🏋️⚽👏🌟👉🏆💜💥🔥🥁👑 along with the hashtag #RealFootball and mention the club @handle. In return, they would receive an instant response from the club including an exclusive GIF corresponding to the emoji, as well as a celebration message.

#TheResults

10K

We delivered the emoji campaign for 5 markets in 5 languages, achieving more than **10K auto responses** in just **one day** of campaign.

BRAND:
Real Madrid

DATE:
Feb 2020

MARKET:
Spain, UK, France,
Japan, Saudi Arabia

FORMAT:
Emoji Engine

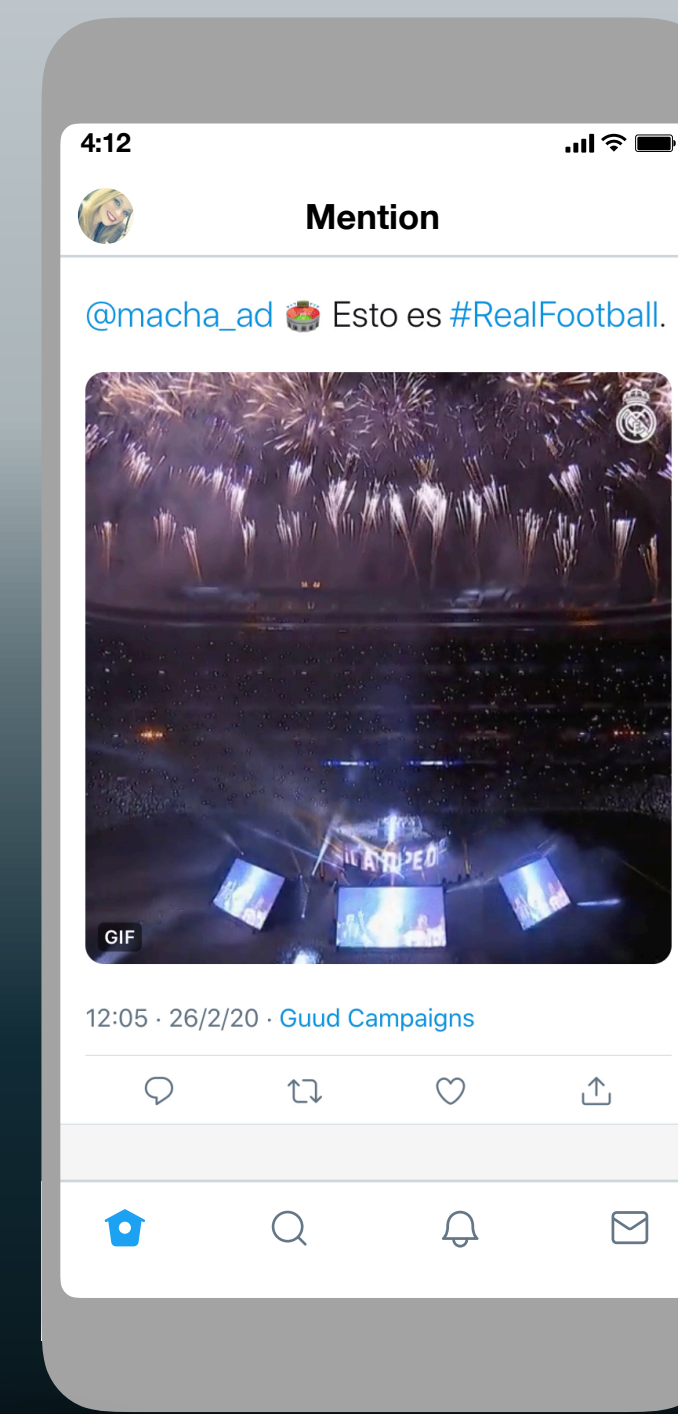
→ #RealFootball



CTA Promoted Tweet



User generated content with emojis



Custom auto-reply with GIF and brand message