

How DHL Africa identified 65,000 influencers across Africa in the build up to the Rugby World Cup 2015



Company Profile:

DHL.com /
HaveYouHeard.co.za

Client Sector:

Logistics / Agency

Solutions:

Influencer Marketing
Audience Intelligence

- **Challenge** - Find highly relevant influencers in 45 African countries as part of DHL's campaign to drive awareness of the brand in the lead-up to the 2015 Rugby World Cup
- **Solution** - The in-depth filtering and targeting capabilities of the Audiense platform uncovered both macro and micro influencers for potential collaboration initiatives for DHL's #AfricaAsOne campaign
- **Results** - The campaign's hashtag - #AfricaAsOne - achieved 1,200,750,000 impressions, with an advertising value equivalent of £12,112,867



“Audiense allowed us to optimise our audience engagement at scale. Without Audiense, we wouldn’t have been able to create such a large presence for DHL in the social space.”

Kaybee Ntloana - Account Manager - HaveYouHeard



DHL is the global market leader in the logistics and transportation industry, active in over 220 countries in the world including 45 in Africa.

HaveYouHeard is South Africa's leading word-of-mouth marketing agency, working with brands such as Adobe, BT, and Home Depot.

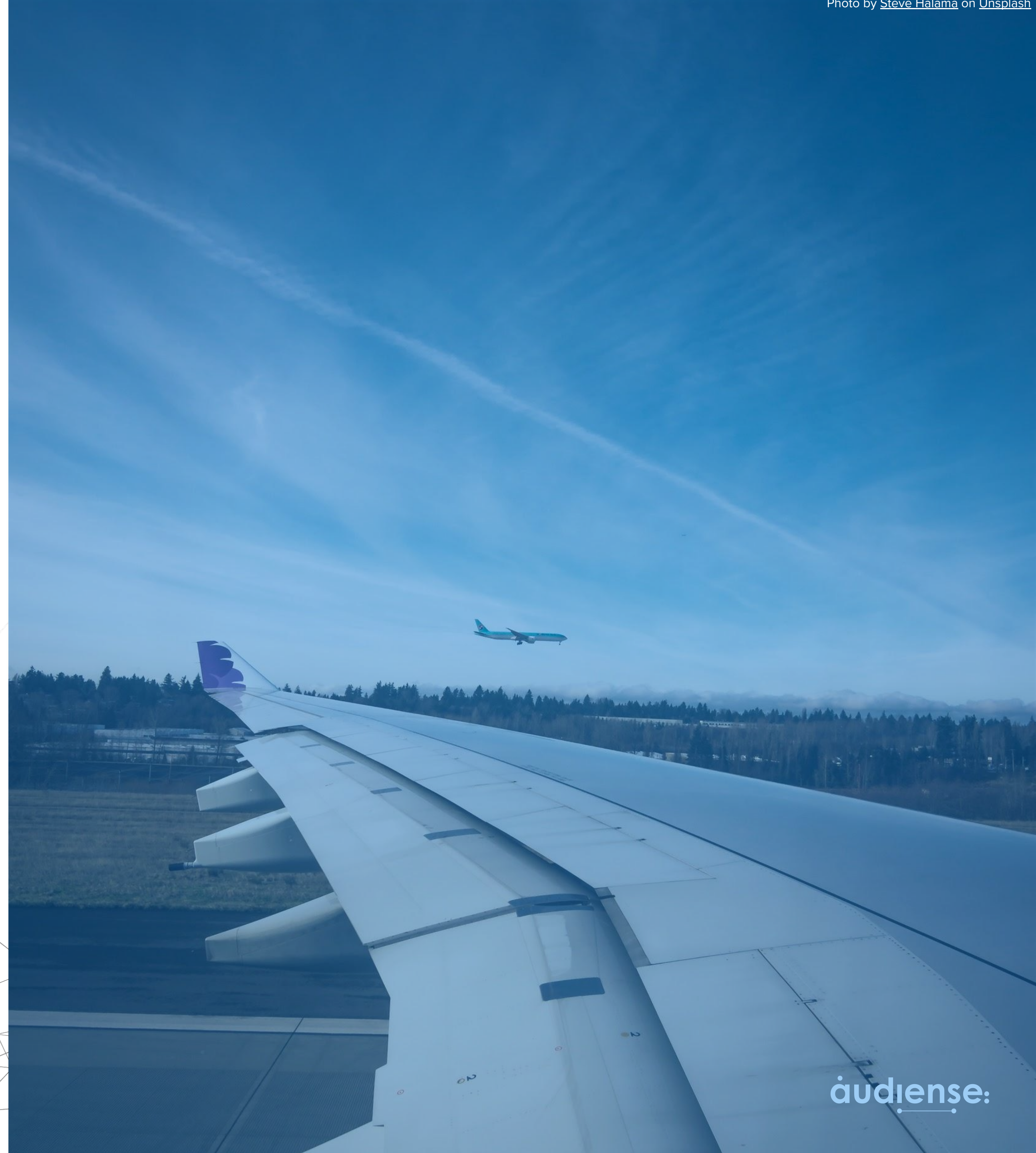
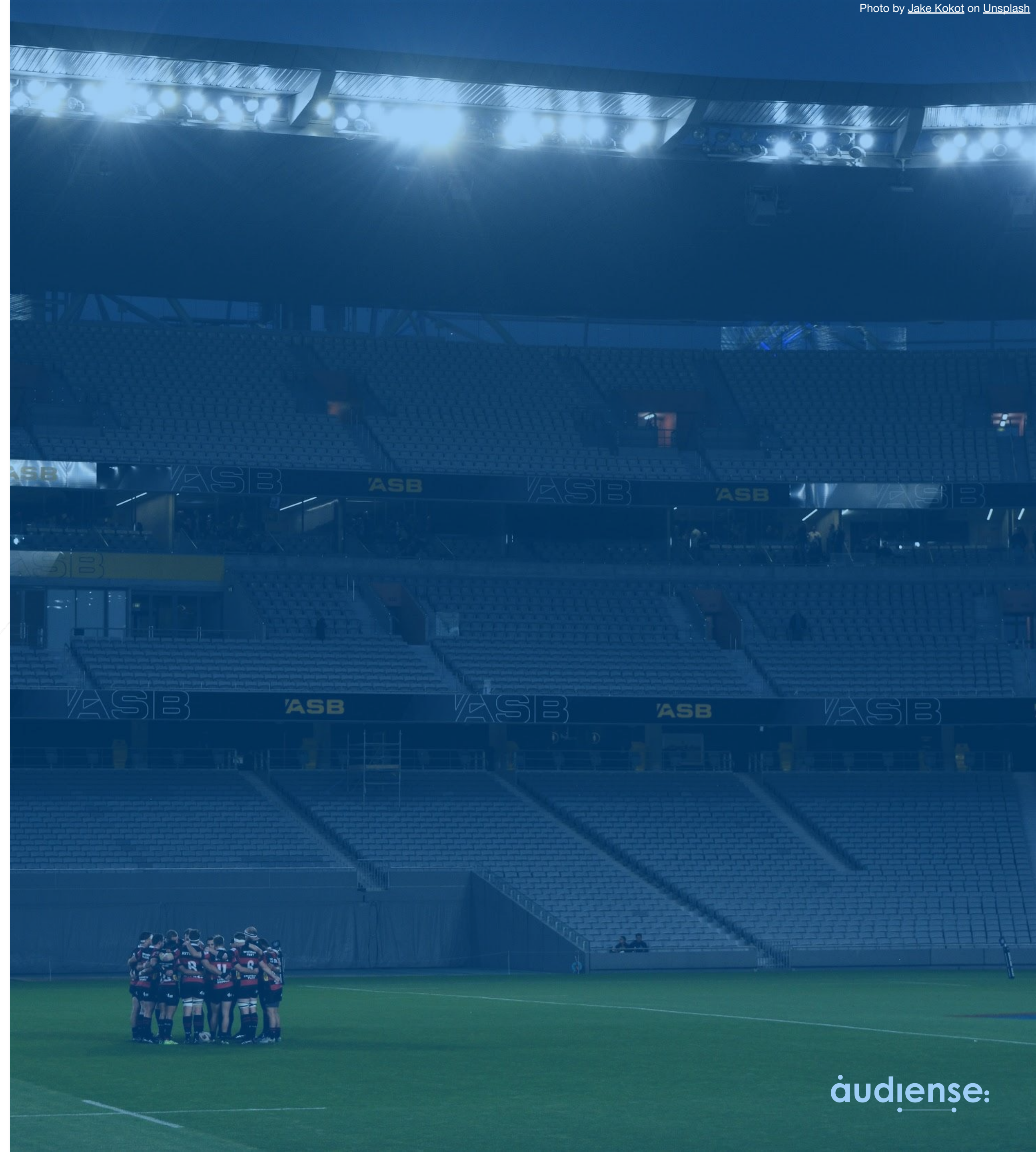


Photo by [Steve Halama](#) on [Unsplash](#)

#AfricaAsOne: a journey powered by influencers

DHL's #AfricaAsOne campaign creative was simple but massive: to pass a rugby ball across **45 countries in Africa** on its way to London for the **2015 Rugby World Cup**. The aim was to **identify and engage influencers** across multiple fields, including culture, art, food and sports by encouraging them to spread the message of this grand journey and **create a buzz** around the #AfricaAsOne campaign.

To hit its targets, HaveYouHeard required a sophisticated means of identifying influencers through a combination of in-depth filtering and targeting of twitter users.



Picking the winning team

Using Audiense's **in-depth audience intelligence capabilities**, HaveYouHeard uncovered the **most relevant influencers** and bloggers from **45 African countries**.

Indepth geo targeting, filters such as followers/following ratio, influence, tweets per day, keywords use and biography analysis provided the team with deeper strategic insights into the influencers and bloggers they could expect to enlist.

The agency in-house teams then used Audiense's features to **connect with these influencers at scale**, but in a personalised manner that repeatedly delivered results. HaveYouHeard established and cemented DHL Africa's relationship with the influencers involved.



Audiense Delivers

- HaveYouHeard used Audiense to find **66,099 unique relevant influencers**
- **Millions of users** in 45 different countries analysed
- The campaign hashtag #AfricaAsOne secured a **reach of 1,200,750,000**, with an advertising value equivalent of £12,112,867
- Improved engagement with their Twitter community, achieving over **330,000 Retweets**



• audience: •

Understand and activate the audiences that matter

How we helped DHL Africa find 65,000
influencers for the 2015 Rugby World Cup



• audience: •