



5-CITY TOUR EVENT RECAP



CHICAGO
LOS ANGELES
PHILADELPHIA
NEW YORK
MIAMI



NATIONAL
SPONSOR
KRISPY KREME



500+ LIVE
INFLUENCERS

5-City Tour Krispy Kreme Campaign Objective

- To promote their Limited Edition Lemon Glaze Doughnuts, and Krispy Kreme Classic Cookie Collection Doughnuts; Nutter Butter, Chips Ahoy!, and Oreo Cookie, along with the Original Glaze, and Spring Assortments.
- To create 5 Experiential Live Events in 5 Cities; Chicago, Los Angeles, Philadelphia, New York and Miami
- To secure all 5 event venues, food, and liquor sponsors
- The 5 cities were chosen to revive Krispy Kreme in each city
- To promote Krispy Kreme during 5 Twitter Chats, inviting social media personalities to attend their Twitter Chats that were in the 5 cities chosen for the live events.
- To invite the top social media influencers in each city to attend the events. 500+ Live Attendees
- To create 5 unique live Krispy Kreme Lounges at each event location for all social media influencers to share on social media to their communities, and of course enjoy the doughnuts.



TWITTER STATS

 **#foodiechats**
#Foodiechats

3/20/2018 7:00 am — 5/13/2018 10:00 am


 Twitter  Instagram

Save this report

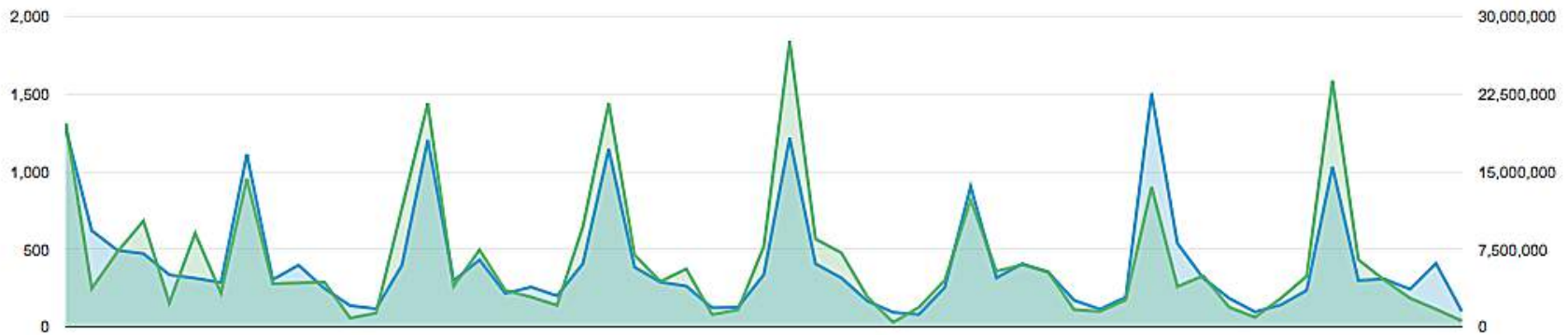
Overview Top Lists Media Contributors Transcript

Recap    

22,552 tweets	356,438,795 timeline deliveries	6,651 contributors	44,369,259 reach
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Activity Summary    

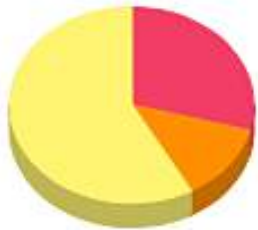
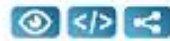
22,552 tweets	356,438,795 timeline deliveries
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TWITTER STATS

Engagement i



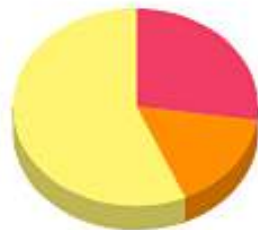
	Total	%
Original Tweets	6,554	29.19%
@Message Tweets	2,863	12.75%
Retweets	13,035	58.06%
Total Tweets	22,452	100.00%

TWITTER ENGAGEMENT



THIS CHART BREAKS DOWN THE DISTRIBUTION OF HOW THE TWEETS OCCURRED

Participation i



	Total	%
From Top 20	6,123	27.27%
From Top 100	3,647	16.24%
The Rest	12,682	56.48%
Total Tweets	22,452	100.00%

TWITTER PARTICIPATION



THIS CHART GROUPS CONTRIBUTORS TO SHOW THE DISTRIBUTION OF TWITTER ACTIVITY TO #FOODIECHATS



INSTAGRAM STATS



#foodiechats
#Foodiechats

3/20/2018 7:00 am — 5/13/2018 10:00 am



Twitter



Instagram

Stats

Save this report

Overview

Top Lists

ColorTrack

Contributors

Transcript

Recent Activity



Recap ⓘ

14,521
posts

38,272
comments

718,562
likes

106,569,249
impressions

2,556
contributors

14,595,193
reach



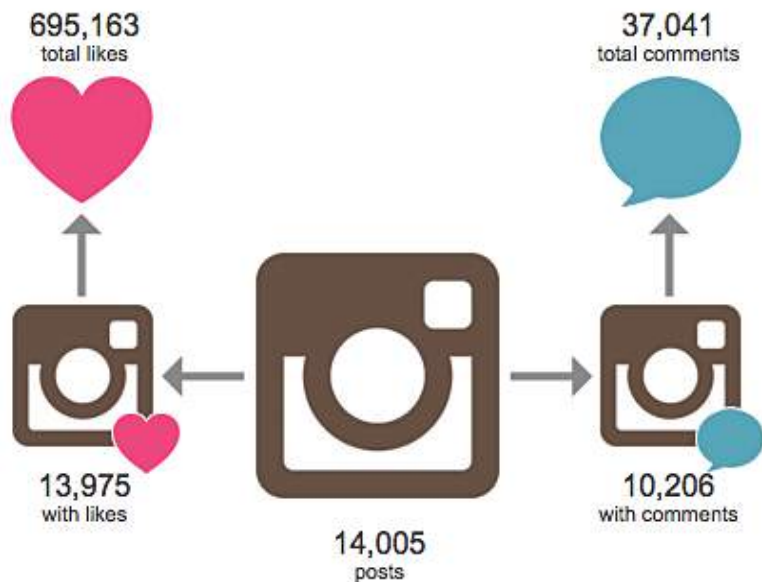


INSTAGRAM STATS

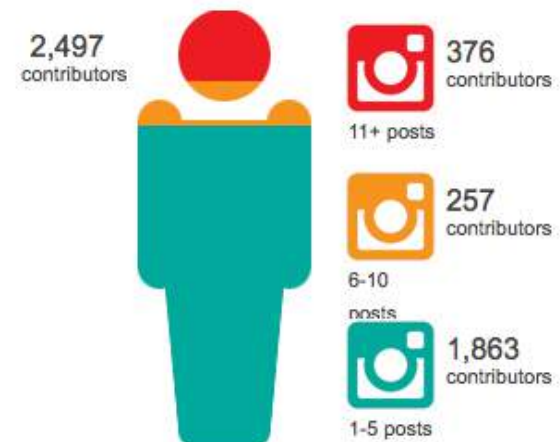
INSTAGRAM ENGAGEMENT

INSTAGRAM PARTICIPATION

Engagement



Participation



THIS CHART BREAKS DOWN THE DISTRIBUTION OF LIKES AND COMMENTS BY SHOWING HOW MANY POSTS GENERATED THE ENGAGEMENT



THIS CHART BREAKS DOWN HOW MANY POSTS CONTRIBUTORS POSTED TO #FOODIECHATS HASHTAG DURING THIS TIME PERIOD.



ANNIVERSARY
TOUR

FEATURING



SHOWCASING

NORWEGIAN
CRUISE LINE™

