
MEGA SARDINES: EXTRA HOT

ANGAS ANGHANG

Digital Campaign

OVERVIEW

Mega Global Corporation released their newest product, the Mega Sardines Extra Hot. For its social media launch, we created a digital campaign entitled "Angas Anghang".

Angas Anghang is a full-blown online campaign displaying one's angas or confident, fiery side with the help of the Extra Hot sardines.

FACEBOOK POSTS

Mega Sardines
27 March 2018 · 🌐

Ilabas mo na ang iyong tunay na angas, Ka-Mega! Na-try mo na ba ang bagong Mega Sardines Extra Hot?



PAANO MAGING MAANGAS?

MEGA SARDINES EXTRA HOT

SARDINES IN TOMATO SAUCE

LEVEL 3: Suko na k

Mega Sardines
21 March 2018 · 🌐

Kaya pa ba, Ka-Mega? Kayanin n'yo kaya ang final pairing natin na Mega Sardines Extra Hot at Spicy Noodles? Let us know in the comment section!



MEGA SARDINES EXTRA HOT WITH SPICY NOODLES

EXTRA HOT! -O-METER

LEVEL 3: Suko na k

Mega Sardines
19 January 2018 · 🌐

Mga Ka-Mega! Kaya n'yo bang tulungan ang ating Mega Heartthrob na palamigin ang #MegaExtraHot n'yang ulam? 😊



EXTRA HOT!

PRESS AND HOLD PARA BUKSAN ANG ELECTRIC FAN


MEGA SARDINES

ONLINE ENGAGEMENT & CONTESTS

Mega Sardines
24 April 2018 · 🌐

Kaya n'yo bang pantayan ang EXTRA angas entrance ni Isabel? Share mo na ang picture ng angas awra mo sa comments section at manalo ng giftpack from us! Announcement ng winner ay sa April 30, 2018!

Napanood n'yo na ba ang #AngasAnghang Web Series? Click the links to watch.
Episode 1: <https://bit.ly/2qTgMoR>
Episode 2: <https://bit.ly/2Hn563Q>



**SIGN #1
EXTRANG ENTRANCE**

TAG MO BESH MONG



SAGAD SA PAGKA-EXTRA

Mega Sardines
12 May 2018 · 🌐

I-tag mo na 'yang tropa mong Mabel, Isabel, Adrianne or John. Malay mo kayo na ng tropa mo ang maguwi ng gift pack from us!
Deadline of tagging is until May 17, 2018!



**I-TAG MO NA ANG TROPA MONG
KAPANGALAN NI**

ISABEL

Webisodes

Meet Mabel, an assistant turned extra who gets her big break by accident. Things don't go well on set, but with the help of Mega Sardines Extra Hot, Mabel proves she has what it takes to be a Mega Star.

[\(See VIDEOS page for the video\)](#)



Episode 1 | Ang Bagong EXTRA



Episode 2 | Eksena ni EXTRA



Episode 3 | Lights, camera, EXTRA!

22-point

Lift in ad recall

15%

increase in sales, month over month