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







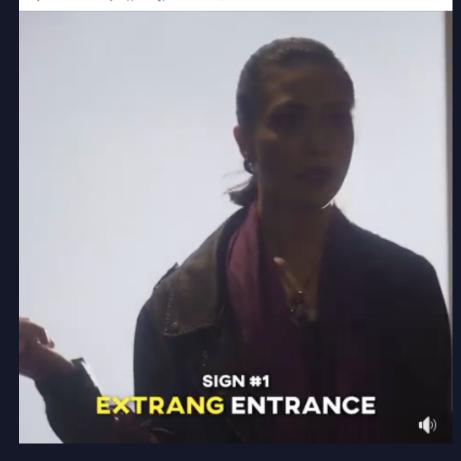
#### ONLINE ENGAGEMENT & CONTESTS



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







# ANG UM-EXTRA NA ARTISTA Stuntwoman?!

**Episode 1 | Ang Bagong EXTRA** 



Episode 2 | Eksena ni EXTRA

## 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 3 | Lights, camera, EXTRA!** 

## 22-point

Lift in ad recall

15%

increase in sales, month over month