



Fanbytes



WANNA
DATE?

WE MADE A
START-UP GO
VIRAL ON TIKTOK

(with only £10K budget...)



OVERVIEW

CASE STUDY

We helped start-up food brand Wanna Date to drive massive awareness of their healthy date spreads amongst a Gen Z audience on TikTok. With limited budget, we delivered an influencer campaign that drove over 617K engagements and an incredible 6.6 million views (13.3% \times our agreed deliverable). This was achieved through a **'quality vs quantity'** approach to influencer partnerships, and through the use of daring, memorable creative!



A 'quality vs quantity' approach to influencer partnerships

RESULTS

6.6M

VIEWS



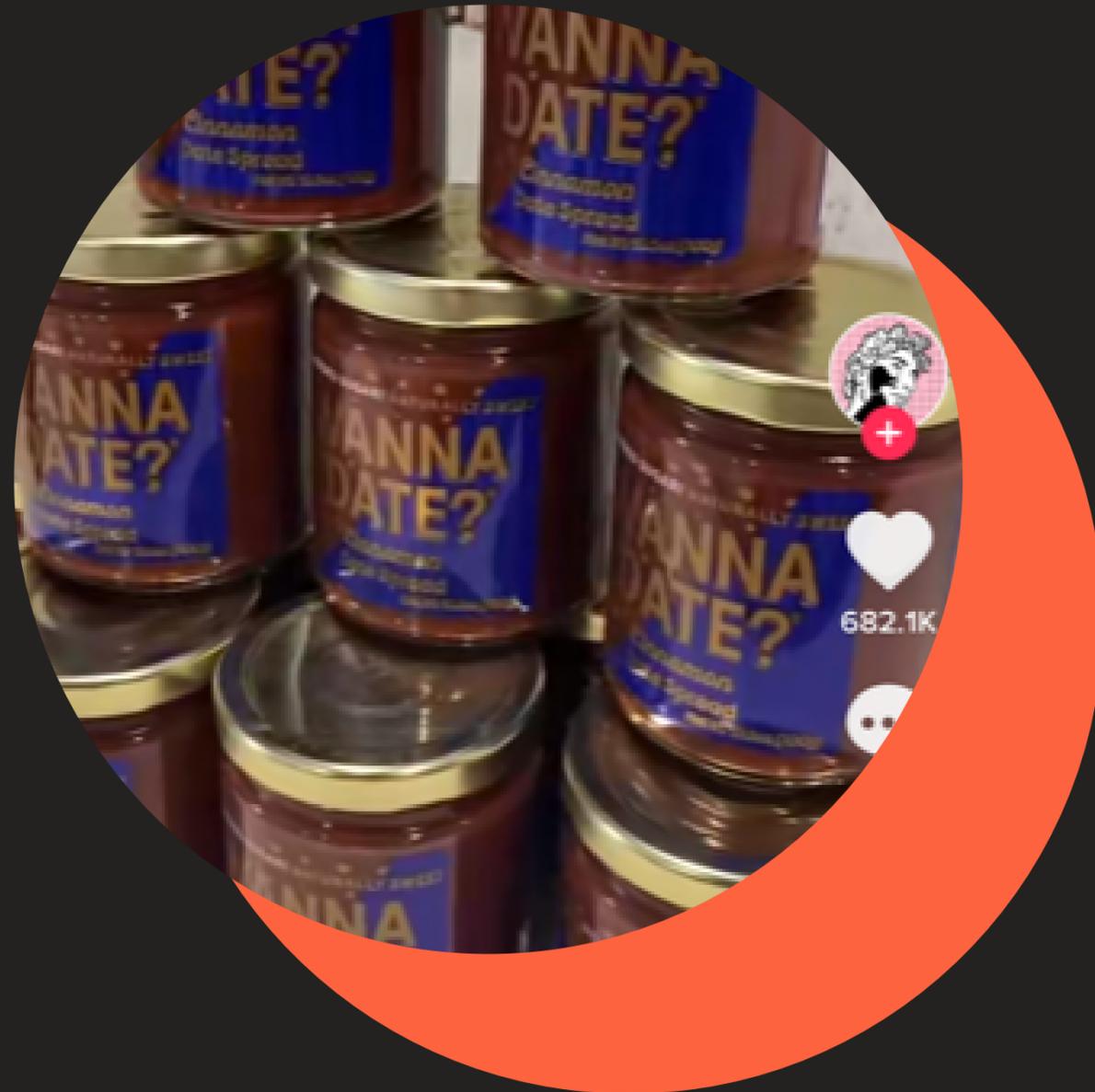
Fanbytes



**WANNA
DATE?**

*I'm sweet
like cinnamon*

WANNA DATE



WANNA DATE?

Wanna Date is an exciting start-up food brand that sells spreads and 'dough' made predominantly from dates. Based in the US, all their products are fully vegan, paleo and sustainably sourced.



THEIR CHALLENGE

As a young brand entering a fairly crowded market, Wanna Date wanted Fanbytes to drive awareness of their products amongst a target **younger audience in the US**.

Whilst they had worked with influencers in the past, they wanted to take a more **strategic approach** that would get lots of eyeballs and engagement for their campaigns and lead to an uplift in **intent to purchase**.

“

**Make our
spreads go
viral...**

OUR APPROACH

With a limited budget of **£10,000**, we had to be very smart with how we utilised spend to drive the biggest impact possible; especially with an ambitious target of 500K minimum views.

Quickly, we decided that we wanted to hone in on two sets of key audiences most likely to resonate with the products - **foodies** (#foodtok) and **general lifestyle consumers**.

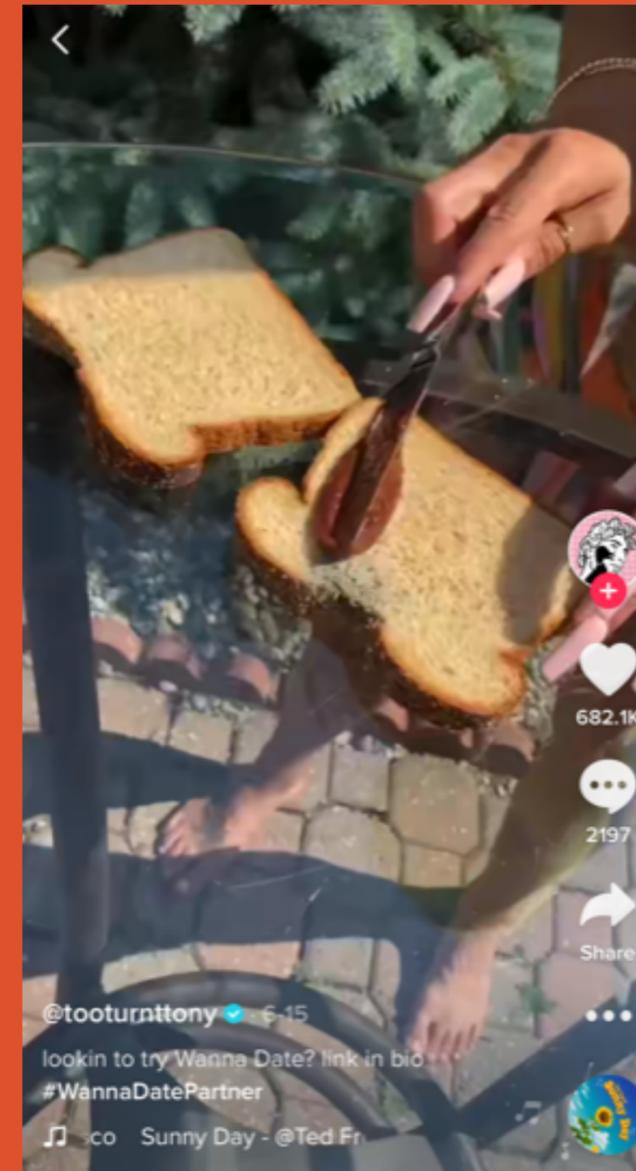
In a brave and calculated move, we suggested using only **two influencers** as part of the campaign to really maximise the budget and prioritise **quality over quantity**.

THE INFLUENCERS

We identified two creators that perfectly matched the brief. One was food and health/fitness focussed (**@girlwithgreenbeanie, 1.3m followers**), and the other a more general, comedic, lifestyle creator (**@tooturnttony, 12.4m followers**).

As both the influencers are known for creating content with a risky edge, they tend to see very high engagement rates. But they are often overlooked by brands, so this provided a great opportunity to achieve high value on a tight budget.

This also allowed us to **A/B test the creatives** and push towards the highest performers, as well as providing Wanna Date with insightful learnings on what their audience responds to on TikTok.

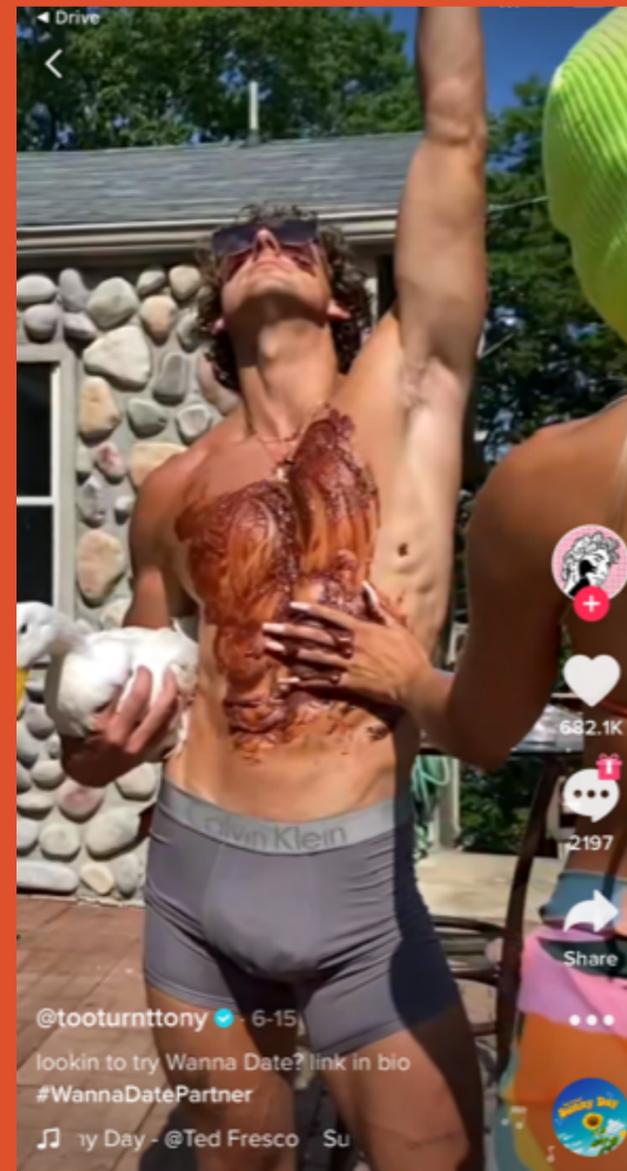


THE CREATIVES

Katie Kelly of girlwithgreenbeanie posted a **high-energy recipe-style video** that showed off the product and its health benefits.

Tony, on the other hand, created a **hilarious and highly risqué spoof video**.

While the creators were completely different in their style, they both did a superb job of meeting the brief, ensuring the seamless inclusion of key messages Wanna Date hoped to 'spread', and crucially, doing it in a natural and engaging way.



WHAT WERE THE RESULTS

(£10K BUDGET)

6.6M

VIEWS

vs 500K KPI

617K

ENGAGEMENTS

6.8K

CLICKS TO SITE

These results indicate the importance of taking creative risks on TikTok and allowing the influencers you work with to adapt content to their own audiences.



KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

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