

 Fanbytes × CASIO

FROM AWARENESS
TO CONVERSION:
HOW WE HELPED
CASIO REACH GEN
Z CUSTOMERS ON
TIKTOK



THE CHALLENGE

Fanbytes partnered with Casio, one of the world's biggest consumer electronics manufacturers, to drive awareness of their new GA-2100 watch series.

Focused on a Gen Z audience, Casio wanted to drive traffic to its website as well as purchases of the watches, ultimately helping the brand to build its future customer base.

“

“We’ve worked with Fanbytes on several occasions and have seen excellent results. Professional and very responsive, they are experts in understanding the social media landscape and how to utilise each channel depending on our campaign objectives.”

OUR APPROACH

Our campaign needed to highlight the GA-2100's two key features; durability and sleek style.

We therefore suggested two different niches of TikTok creator to communicate both of these messages effectively, and to appeal to the needs of different customers.

Extreme Sports Influencers:

Skateboarding, BMX, parkour and freerunning creators attempted challenges while wearing the Casio watch. Using the #NeverGiveUp hashtag, it showcased the watch's ability to withstand anything the wearer does - no matter how intense and extreme.

Lifestyle Influencers:

Our creators used the popular TikTok format of 'How to style the GA-2100', showing that while the watch is a tough piece of equipment, it is still a diverse fashion accessory that can be worn for any occasion.

WHAT WE DID

FIRST STEP

Developed a creative strategy based on the client's brief; to highlight the watch's durability and sleek style.

THIRD STEP

Used our proprietary data tool to identify creators across these two niches.

SECOND STEP

Recommended a focus on two niches of influencer community; Extreme Sports and Fashion & Lifestyle.

LAST STEP

Briefed our influencers to create content that encapsulated the brand's key messages through the #NeverGiveUp tagline and 'How to style the GA-2100' videos.

WHAT WERE THE RESULTS

2.1M

VIEWS

104K

ENGAGEMENTS

5K

CLICKS





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

GET IN TOUCH



www.fanbytes.co.uk



151-153 Farringdon Rd,
London EC1R 3AF



hello@fanbytes.co.uk

