

## 222. Influencer Content

# Hampton Farms Twitch Campaign

## RIVERS

Rivers Agency  
601 West Rosemary Street, Ste 108  
Chapel Hill, NC 27516  
919-932-9985  
Riversagency.com



***OPEN A BAG AND THE GAME  
IS IN YOUR HANDS***

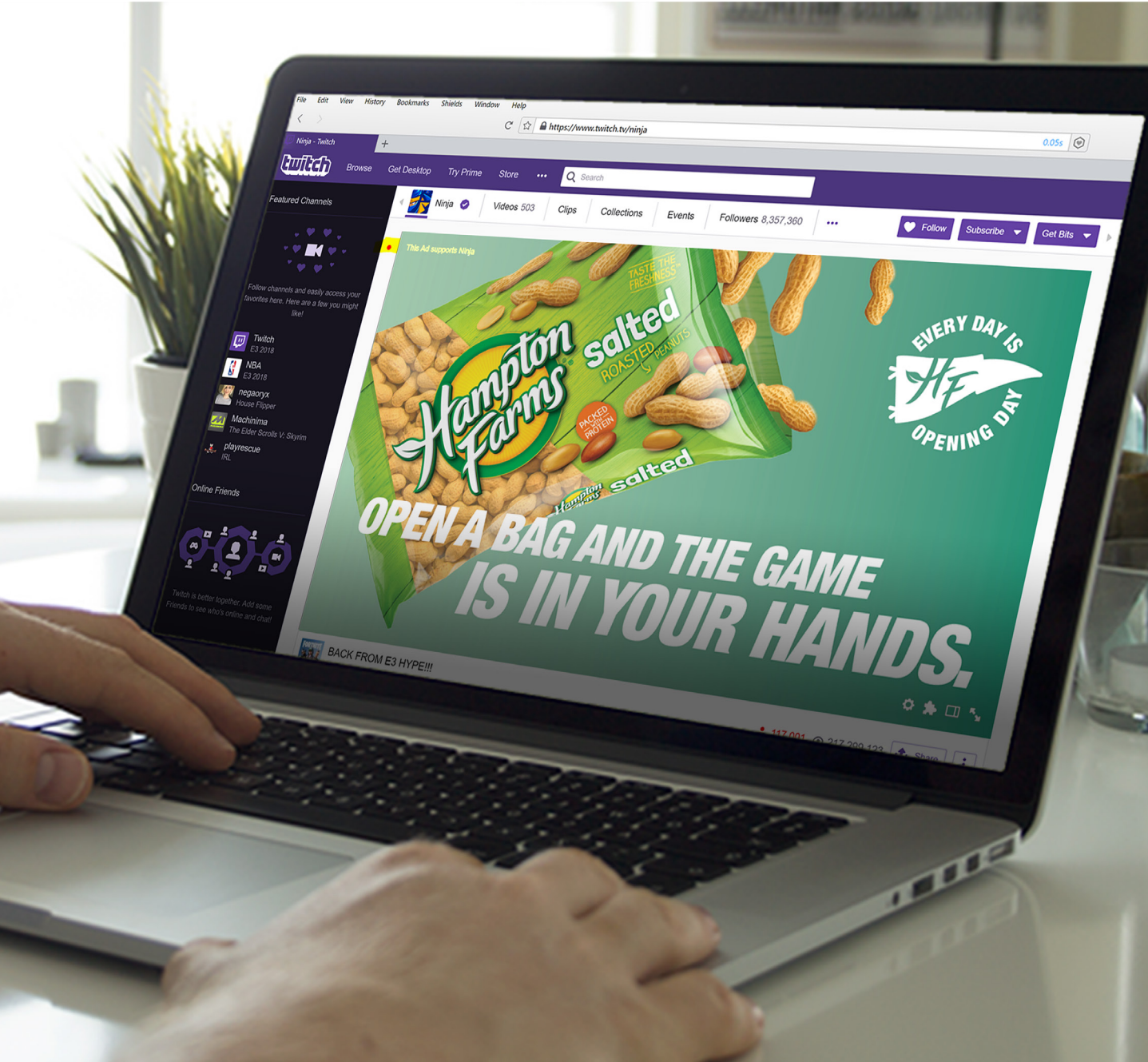
# The Project

In 2020, the online gaming industry experienced a huge spike in participation as live sporting events were canceled and more people stayed home due to the pandemic. Hampton Farms leveraged this trend with a campaign on Twitch to reach and engage the growing gamer audience and drive sales.

As the official peanut of Major League Baseball, the campaign partnered with two prominent gamer influencers who played Mario Baseball during a three-hour live stream event on Twitch. The influencers encouraged their audience to enter Hampton Farm's "Every Day is Opening Day" giveaway, and promoted the brand's products on their social channels.

Promoting Hampton Farms to the Twitch influencers' followers and running "Every Day is Opening Day" digital display ads on several social media platforms increased Hampton Farms' brand awareness among targeted geolocation, gender and age demographics. Nearly 17,500 unique users completed at least one entry method for the giveaway, and Hampton Farms added 1,600+ new people to its email subscriber list. During the campaign, Hampton Farms also picked up 1,523 new Twitter followers, increased mentions by 6,500% and garnered 22K+ engagements on the platform. Additionally, on Instagram, the brand's followers increased by 17% and more than 10,000 accounts were reached.

TWITCH ADS



# INFLUENCER CONTENT



Hampton Farms - Every Day Is Opening Day Giveaway!

Details

### Winners

#### NINTENDO SWITCH & HAMPTON FARMS SWAG BUNDLE

Tazerah#3112  
Drawn: Oct 30th 2020 Claimed

#### GAMECUBE CONTROLLER & HAMPTON FARMS SWAG BUNDLE

josmone#2010  
Drawn: Oct 30th 2020 Claimed

#### HAMPTON FARMS SWAG BUNDLE

mynamesjohn167#6665  
Drawn: Oct 30th 2020 Claimed

Samaz522#9146  
Drawn: Oct 30th 2020 Claimed

apbellard#6129  
Drawn: Oct 30th 2020 Claimed

### TERMS & CONDITIONS

No purchase necessary. Open to legal residents of jurisdictions where the offering and entry into the Sweepstakes is lawful, which, without limiting the generality of the foregoing, excludes the Canadian Province of Quebec, Puerto Rico, Guam, the U.S. Virgin Islands and other U.S. territories. Persons 12 years of age or under are prohibited from entering. Sweepstakes starts on October 16th, 2020 at 1:00pm -04:00

[Read more](#)



EVERYDAY IS OPENING DAY GIVEAWAY

Hey gamers! @HamptonFarms teamed up with @REALMizkif x @nmlol to giveaway some pretty NUTS prizes!

1st-5th Place Prizes to Win! (See Details)

Like + RT

Tag 3 Friends

click here to enter: [playr.gg/giveaway/e2zQE...](https://playr.gg/giveaway/e2zQE...)



1:00 PM - Oct 16, 2020 - Buffer



---

**THE RESULTS**



**Followers**

**+505 on Instagram**

**+946 on Twitter**

---

**Mentions**

**746 on Twitter**

---

**Overall Reach**

**+3.8% on Instagram**