





This no.1 potato chip brand in Malaysia was introduced by Mamee Double-Decker since year 1991. It is known as an **active, adventurous, fun** and **modern lifestyle** brand offering a variety of tasty snacks that embraces fun moments. Mister Potato is loved locally and globally and now sold in **over 100 countries**. Mister Potato is also the official **Global Snack Partner of Manchester United** now.



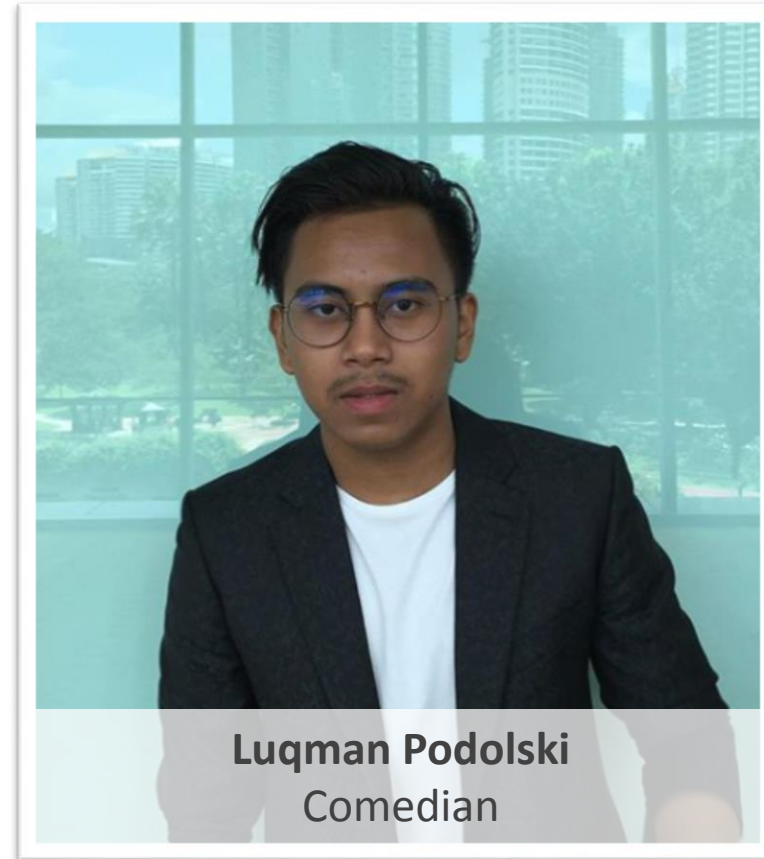
Luqman Podolski
Comedian



1.3M
FOLLOWERS



2.3K
FOLLOWERS



The Objective

To build **awareness** on and create **hype** around **Mister Potato's newly launched** sweet corn flavour Sweet Potato Crisps.

The Strategy

Passionation has collaborated Mister Potato with a Comedian who is also the Top Breakout Influencer in Malaysia, Luqman Podolski, on **Social Media exposure and marketing. Two Instagram Stories and one carousel post** which includes a short video and an image have been posted by Luqman to promote the newly launched product.

The Execution Period

29 April 2018 – 30 April 2018

Instagram Carousel Post | [Link](#)



Impression

878,770

Reach

551,557

Engagement

81,474

Engagement Rate (%)

6.19

Instagram Story



Story 1

Impressions

203,144

Views

175,772

Replies

28

Story 2

Impression

182,077

Views

158,141

Link Opens

1,372

Facebook Post | [Link](#)



Reach

56,789

Total Engagement

1,521

Summary

Luqman's postings across both Instagram and Facebook platform have garnered a total of around **1.2 million impressions** and around **940 thousands reach**. Based on the engagement performance, this campaign has successfully helped Mister Potato **hype up the buzz** and **strike up discussions** on the its new product with more than **80 thousands engagement** on Luqman's posts which includes 'Likes', 'Comments', 'Shares', 'Reactions', and 'saved'. On top of that, his posts have also brought a fair amount of **traffic to the new product's page link**.



For further information, and to find out how Passionation can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: enquiry@passionation.co.