

WOOOT!

MEDIA



CASE STUDY – RED BULL AMAPHIKO ACADEMY



ORIGINAL TALENT VIDEO

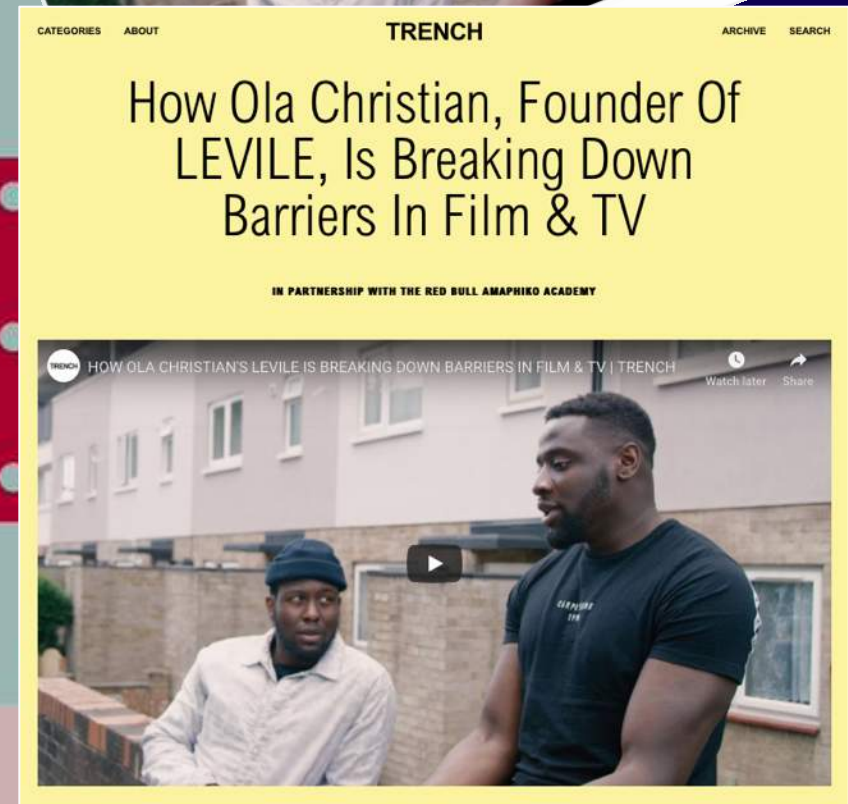
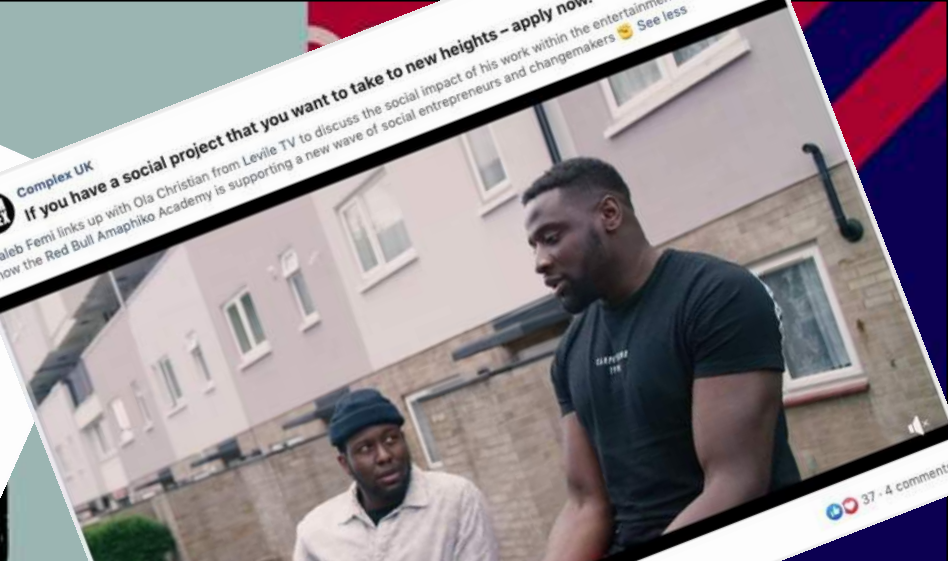
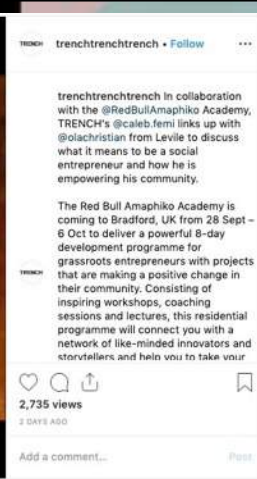
Red Bull sought to drive awareness of their Amaphiko campaign championing social change, and encourage young people to participate by signing up to the Amaphiko Academy

Partnering with socially-conscious youth culture publisher, [TRENCH](#), we aligned the brand with Ola Christian – founder of LEVILE – to create original video shining a light on his project and how Red Bull Amaphiko has helped support this initiative and others

Content was further amplified leveraging Complex UK social channels

- ★ Talent alignment
- 🎞 Custom video
- 📄 Interview-led editorial
- ▶ Social video distribution



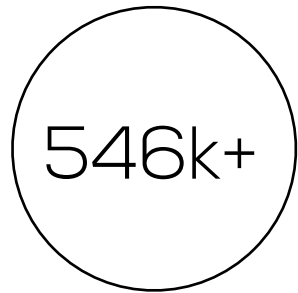


Click Images To View Sample Content

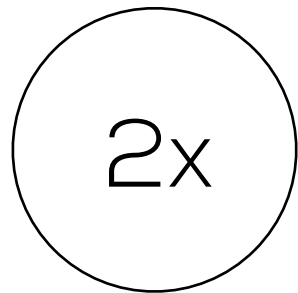
TRENCH have partnered with the [Red Bull Amaphiko Academy](#) to highlight the powerful and uplifting work being done by some of the UK's grassroots social entrepreneurs. As part of that, TRENCH's Caleb

RESULTS

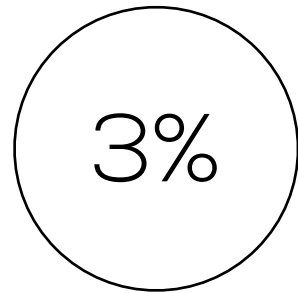
We exceeded estimated performance, achieving double anticipated total reach and video views



Content Impressions



Est. Video Views



Content CTR



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