



## EVALUATION

# "I BELIEBE IN LOVE"

Metro's recent Global Guest Editors Lady Gaga, Karl Lagerfeld and Richard Branson proved we have a unique track record of partnering with superstars to create international headlines, reach new audiences and build the brand. For our latest worldwide effort, we targeted a younger audience—our future readers—by working with the superstar Justin Bieber. The result has exceeded all expectations.

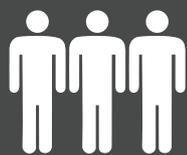
Bieber is the Canadian pop phenomenon who has topped every music chart, and has millions of fans online – the ever loyal "Beliebers". He is the most followed person on social media of all time (35m followers on Twitter and almost 52 followers on Facebook). Metro ran an exclusive interview with Bieber, in our Love Edition (February 14, 2013), and held a special contest. One lucky winner could win VIP tickets and meet Bieber himself, at one of his European tour stops.

The contest ran through a Facebook app – located on the global Facebook page, yet was redirected to the local pages to maximize the local impact. Entrants uploaded a photo of where they wanted to take Justin on a date (the beach, Paris, their flat....) and a jury decided among the top 50 most voted submissions.

The total reach and the local engagement far surpassed our goals!

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## Global Overview



700.000+  
visits



520.000  
unique visitors



6.634  
participants



14 Metro-  
operations



225.000  
votes



15 day campaign  
Average time spend  
on site: 2:53



115 PR hits\*  
(Measured through Meltwater)



+120.000 total  
increase of  
followers (+16%)



22.200 Tweets\*  
\* #IBelibeinlove



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## Local Highlights

### Top Visits

	Mexico: 124.000
	Brazil: 100.000
	Chile: 65.0000
	Sweden*: 47.000

### Best Non-Metro

(Argentina)



43.000 visits



18.900 votes



574 participants

### By region

LatAm: 66% of overall traffic

Europe: 20% of overall traffic

North America: 8% of overall traffic

Other: 6%

### Top conversion rate\*\*

	Ecuador (1,7%)
	Chile (1,3%)
	Peru: (1,2%)

### Top Participants

	Mexico: 1129
	Ecuador: 893
	Brazil: 865
	Sweden*: 518

### Highest Penetration\*\*\*

	Sweden: 0,5%
	Finland: 0,46%
	Chile: 0,39%
	Ecuador: 0,33%
	Puerto Rico: 0,28%

### Facebook Increase

	Ecuador: 563%
	Brazil: 108%
	Puerto Rico: 46%
	Sweden: 40%
	Colombia: 14%
	Finland: 12%

### Special highlights



Special well done to Puerto Rico entering in the top 15 ranking with over 10k visits.



Russia and Puerto Rico also had the longest visits on site with an average of 3:37 and 4:55

### Top external PR



USA: 12 hits



Sweden: 9 hits



Germany: 4 hits

### Best Facebook week reached during the Bieber campaign\*\*\*\*



\* Top performer Europe

\*\* Visits vs. participants

\*\*\* % Reach of total population (Visits vs. population)

\*\*\*\* The week when most people were talking about this page.

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## Metro World News content

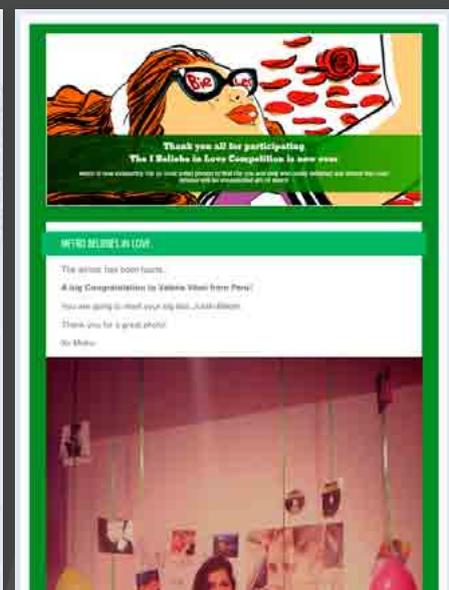
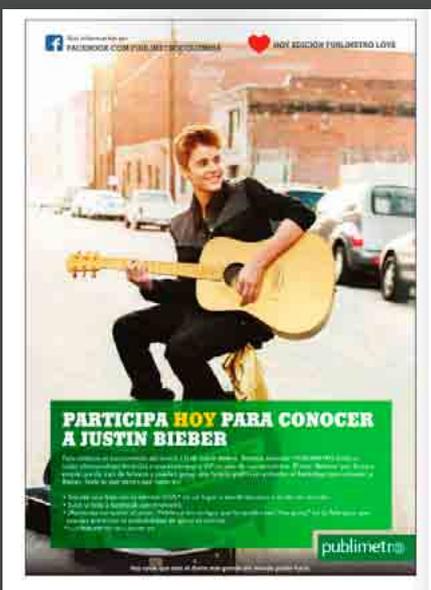
Metro World News planned and delivered unique content to the MWN network. 19 out of 23 markets ran the editorial content and a total of 38 fullpages ran through out the contest.



## Marketing campaign

To target the right audience and to reach outside the traditional Metro audience we used social media as the base for the marketing concept. We created a Facebook app where participants could submit their photos, vote and share. We created house ads that pushed Facebook and #tags for maximum impact. Local and global Facebook pages were Bieber-branded and numerous of smaller Bieber content was pushed through.

The important part of the contest was to find the right tone of voice, to talk to the true "Beliebers". We pushed the news to Bieber fan pages in their own tone of voice.



# Selection of Local Promotion



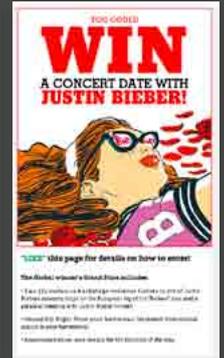
Mexico



USA



Sweden



Canada



Colombia



Puerto Rico



Colombia



Peru

## The Grand Prize

We know, from previous competitions, that the most effective way to attract people, is to reward the participants with something almost untouchable, desirable and something they would "kill" for. With a unique partnership with Universal Music, Metro was able to offer one winner VIP concert ticket to one of Justin Bieber's "Believe" tour stops in Europe and a personal Meet&Greet with Justin Bieber, himself.

## The Winner



Valeria Viteri, Peru

"I ran to read the printed copy of Publmetro and started working on my picture. Meeting him is my dream." – Valeria Viteri

With participants from all over the world submitting creative and true believer photos, one girl outshined them all. With more than 9000+ votes and 5000+ likes Valeria Viteri from Peru outranked all other participants with her happy festive situated photo. Valeria Viteri, age 15, will together with her mother have the pleasure of a VIP experience with her biggest idol, Justin Bieber, during his "Believe" tour in Europe.