

DIGITAL BRAND STRATEGY CASE STUDY



Who is Cristian Gog?

He is the first mentalist in Eastern Europe that has succeeded in winning a major talent show. He was voted by the Romanian public as being the „most talented” in one of the most popular Romanian TV shows - the 2nd edition of **Romania's got talent** (2012).

THE TV PRESENCE OF Cristian Gog



Romania's got talent

SHOW - FINAL 25th of June 2012

Golden Minute (national) 4.926.000 viewers

other shows...

Happy Hour  7 times invited

ApropoTV  1 time invited

iLikeIT  1 time invited

Today's News  6 time invited

De suflet  1 time invited

Sport News  4 times invited

Cireasa  1 time invited

THE Sun

"The man who stopped his heart to win Romania's Got Talent"

THE SOCIAL MEDIA'S HONEY



Cristian has been greatly supported by the on-line community during the entire process of qualifying and winning the Romania's Got Talent Final. Some of the most important players in the Romanian Blogosphere have coordinated promoting and influencing activities which became viral - everything with the role of getting enough votes and popular appreciation so that the Competition would be won.

Cristian Gog winning the Talent Show on base of the amount of the votes was one of the greatest success of the On-Line community, proving on a material base the ever disputed R.O.I. of the social media.

THE ON-LINE PRESENCE OF Cristian Gog



80.000 fans



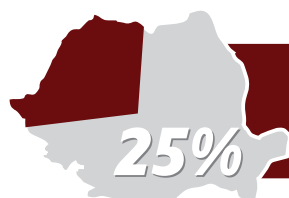
5.200 followers



1.200.000 views (top 3 videos)



1.000 friends in Circle



25%

One quarter
of Romanians have seen
Cristian Gog on TV.

THE PRESS COVERAGE OF Cristian Gog



National press (at 05th of September 2013)

gandul.info

4 articles

**LIBER
TATEA**

7 articles

**CANCAN
RO**

11 articles

Click!

12 articles

adevarul.ro

4 articles

evz.ro

11 articles

**CRISTIAN GOG STAYED
3 HOURS
IN A COFFIN OF ICE**



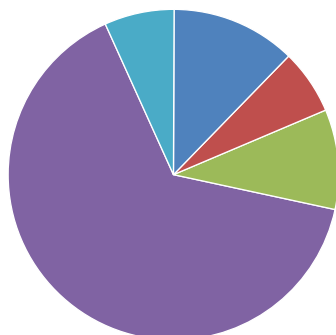
On 25th of May, Cristian prepared a special event in order to thank all those who supported him in winning the talent show. On the event showed up **8000 people**. ProTV (the national TV station) had **3 LIVE interventions**, one of them on Prime Time. The local news website that covered the event (stiridecluj.ro) had **26.000 views** on the event article.

THE GENERAL VIEW OF *Period: 01.01.2013 - 01.09.2013*

Cristian Gog's social media coverage



Social Media **'About' articles** **8.913** units



Press	44
Blogs	23
Twitter	35
Facebook	232
Others	24

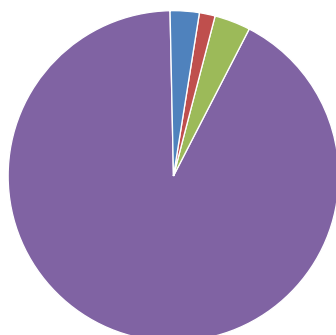
64.8 %

of those mentioning
Cristian Gog in
Social Media Universe
are **men**



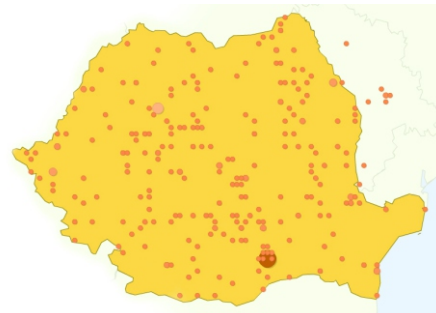
Men	74 %
Women	26 %

Social Media **Exposure** **32.309.160** times



Press	58.395
Blogs	34.491
Twitter	71.797
Facebook	32.141.731

Social Media **Sources Map**



What was Dragos Alexa's involvement?

Managed Activities

- BRAND POSITIONING
- C.T.A. MESSAGES - COPY and ART
DIRECTING, GRAPHIC DESIGN (influencers
web-banners, supporter's stickers)
- INFLUENCERS RELATIONSHIP (bloggers that
helped promote the artist)
- CONTENT STRATEGY (twitter and facebook)
- PRESS RELATIONSHIP (writing interviews,
managing media plans)
- SOCIAL MEDIA MANAGEMENT
- ARTIST MANAGEMENT - agent and manager
activities
- PRICING
- SALES PROCEDURES
- BUSINESS DEVELOPMENT

Everything was done single
handed, with no budget,
exclusively ***earned exposure***.