



#IFoundTonaton

STRATEGIC CHALLENGE

Tonaton.com, Ghana's largest market place wanted to use social media to increase its visibility. There were a lot of cars with tonaton.com stickers but what showed that people were paying attention?

EXECUTION

digIT created the campaign #IFoundTonaton to integrate what was happening on the ground with the prowess of digital media.

Social media followers were tasked to find the stickers, take pictures and upload them online with #iFoundTonaton

The campaign grew, got the interest and attention of social media influencers, who also participated in the campaign

Some followers went as far as 500 entries, all in the race for amazing prizes.

IT'S COMING!

#IFoundTonaton

TWA ME PHOTO

Tonaton.com

GT ON410 N

Tonaton.com
GHANA'S LARGEST MARKETPLACE

FIND
TONATON
& WIN BIG
#IFoundTonaton



Tonaton.com

IT'S COMING!

#IFoundTonaton

TAXI

FIND ME

Tonaton.com

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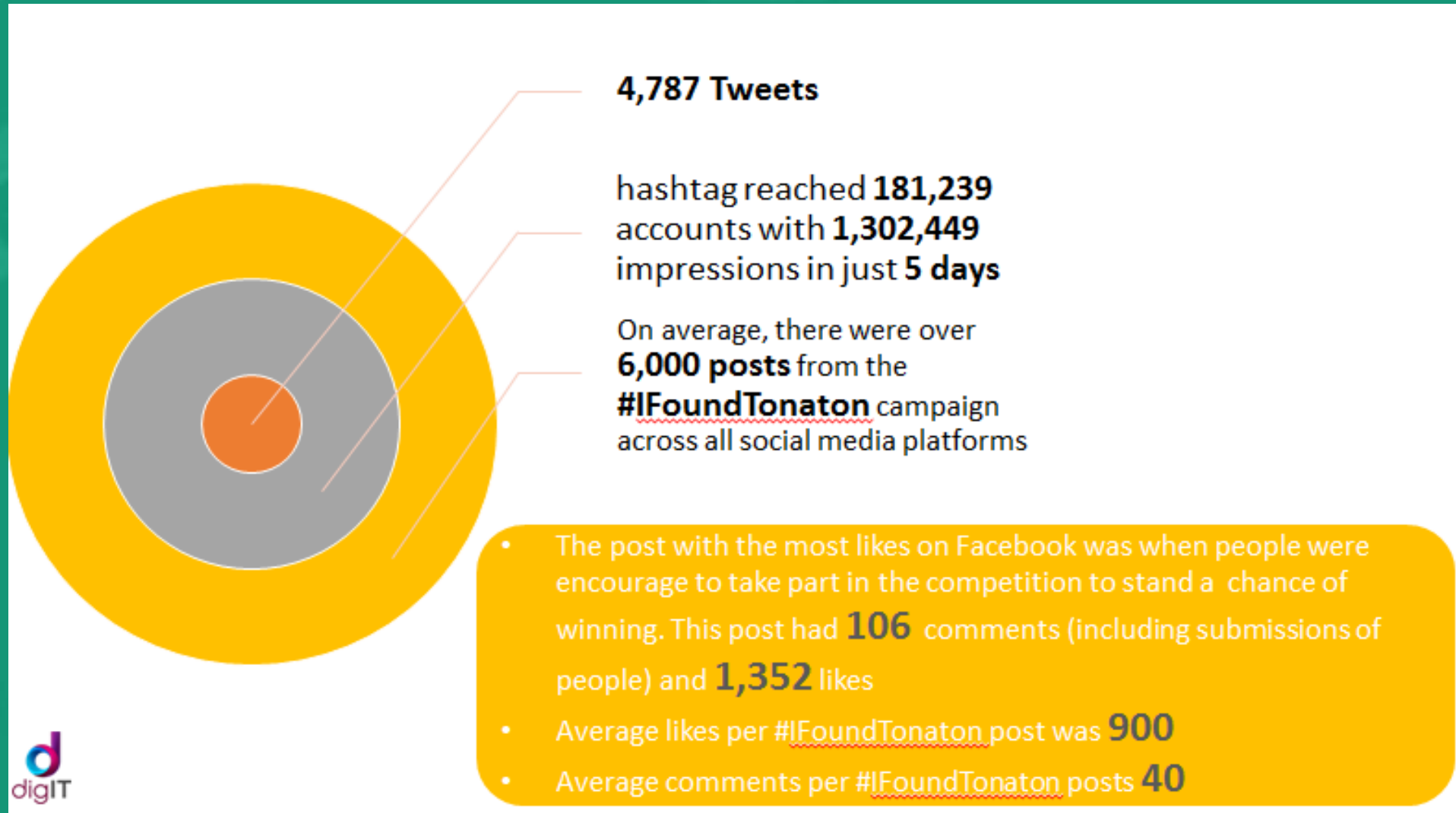
Tonaton.com
GHANA'S LARGEST MARKETPLACE

THE RESULTS



The accounts reached at the end of the campaign was 181, 239 and had 1,302,449 impressions

THE RESULTS



The campaign earned much attraction and interest and gained over 6,000 entries from the three Tonaton platforms that are Facebook, Twitter and Instagram

THE RESULTS

There were **1,570** posts on the **#IFoundTonaton** Campaign on Instagram

Average likes per post on Instagram was **80** for the campaign

The post with the most likes on Instagram (**109**) was when participants were congratulated for taking part in the campaign

The #IFoundTonaton campaign on Instagram had over 1,500 entries at the end of the campaign

SEE YOU ON THE OTHER SIDE...