

Mediamark campaign achieved 10% engagement with its #MMRansom campaign

Multimedia sales house Mediamark was responsible for 'crime' scenes across Johannesburg and Cape Town last week. Holding target markets ransom, media agencies had to find fun and creative ways to unlock the information held on a 'thumb' USB stick and using the #MMRansom hashtag on social media platforms. Usually, direct marketing campaigns have engagement rates of about 3-4%. This MM campaign achieved 10% engagement with the target market. To see images, go to #MMRansom on Twitter.

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