

WINNER SHOWCASE

VIDEO CONTEST

IN PARTNERSHIP WITH HOLLOWPOINT

CASE STUDY: KONTROLFREEK

982

YOUTUBE VIDEOS
CREATED

2,857

SOCIAL SHARES

3,064

NEW YOUTUBE
SUBSCRIBERS

2,002%

ROI

RESULTS

CHALLENGE

SOLUTION

 **CHALLENGE:** Launch UCG campaign to drive engagement

KontrolFreek, the leading performer in gaming accessories, excels at providing customers a competitive edge in online gaming. To maintain their market leading position, they're constantly looking to distinguish themselves and provide a unique experience for their fans.

KontrolFreek wanted to **drive creation of fan-created YouTube videos** from their community and increase engagement around these videos.

 **SOLUTION:** Use Sideqik to work with leading gaming influencer

KontrolFreek used Sideqik to work with one of their gaming influencers to **encourage their customers to upload videos to YouTube**. Uploaded videos **were then voted on by the broader community**, with the top videos earning automatic rewards and a separate prize awarded to their influencer's fans.

KontrolFreek's approach to working with their fans created an exceptional amount of long-lived organic content and provided a **significant increase in fan engagement and SEO ranking**.

 GET IN TOUCH

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