

'A teleportation experience': How brands use Periscope to amplify marketing campaigns

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Date : February 4, 2016



What do scenes of summer fun, cannoned collisions, and a skydiving stunt have in common? They're all ways food and beverage **brands** have begun using **Periscope**, a live video streaming platform, in their **marketing** campaigns.

Apps like **Amazon's** Twitch, Meerkat, Qik, Justin.tv, and Mogulus have predated **Periscope**. But food and beverage manufacturers seem to be taking **Periscope** more seriously. Many **brands** already have an established presence on **Twitter**, which acquired **Periscope** last year.

A handful of **brands** have now begun introducing live video streaming campaigns into their **marketing** efforts using **Periscope**. If live video streaming proves itself as a way to connect consumers more intimately with **brands** and product experiences, platforms like **Periscope** will be an integral facet in future **digital marketing** strategies.

What Periscope can do for brands

"We didn't start a live video company for the sake of having a live video company," **Periscope** co-founder **Kayvon Beykpour** [told Fast Company](#). "We wanted to build this thing that — perhaps crazily and stupidly — we keep calling a teleportation experience."

With **Periscope**, food and beverage manufacturers have the ability to "teleport" consumers to various places and scenarios that feature or promote a **brand** or product.

Experience **marketing** is one of the several [new focuses](#) food and beverage marketers are shifting toward, beyond the typical mainstays of taste, price, and convenience. Consumers want to know more about the products rather than the concepts behind them, **marketing** experts [suggest](#), so bringing consumers closer to a product experience through live video streaming is one tech-savvy way to express that.

Coca-Cola, which has been leading the way for this new era of product-focused food and beverage **marketing** with its recent [marketing overhaul](#), "Taste the Feeling," has dabbled in **Periscope**.

<https://twitter.com/CocaColaCo/status/625517904243494913>

Manufacturers can use **Periscope** in a variety of ways to promote interest in a **brand** or product:

- Staged **marketing** stunts
- Product or **brand** announcements
- Product releases
- Event broadcasts
- Interviews with celebrities and spokespeople
- Live Q&A sessions
- Contests
- Behind-the-scenes looks at a product or company

The key is to engage consumers with a product or **brand** optimized for live streaming and encouraging real-time interaction with an audience.

How companies and brands use Periscope

Nestle (Drumstick, Butterfinger)

<https://twitter.com/Drumstick/status/612613346429374464>

Nestle became **Periscope**'s first sponsored stream adopter when its Drumstick **brand** [launched](#) a **Periscope** campaign last summer to celebrate the start of the season, "because Drumstick stands for those great feelings and connections that you make during the summer," said Kristin Rasmussen, **marketing** associate for Drumstick.

In the past, Drumstick has run this summer campaign through other media, such as Facebook, but this year, the **brand** wanted to try something new.

"Most of our **advertising** is really in **digital**, so we felt like it was imperative that we just dive in and get our feet wet and get our learnings before other **brands** started coming in," said Rasmussen. "Or, if there was an opportunity to put paid media behind it — we wanted to figure it out before it all went mainstream."

Nestle tapped **Periscope** again in December for its Butterfinger **brand** by using the service to live video stream a [skydiving stunt](#) that announced the **brand**'s upcoming Super Bowl commercial and new "Bolder Than Bold" campaign.

<https://twitter.com/Butterfinger/status/676825387717013504>

PepsiCo (Doritos Roulette, Doritos Collisions, Mountain Dew)

Doritos has also already held two **Periscope** events. It was the first **brand** to host a contest on the service for its **#DoritosRoulette** campaign as part of the product's launch. Viewers of the

live **Periscope** contest were selected at random, and they received prizes based on where a spinning wheel stopped. **Doritos** also coordinated the contest through **Twitter** and Vine, where the **brand** announced the winners.

<https://twitter.com/Doritos/status/614175828306325504>

Doritos Canada tapped **Periscope** for the Canadian [debut](#) of its new Collisions variety — a 12-hour campaign with cannons shooting various objects at each other every hour on the hour. It was the longest Canadian **Periscope** broadcast ever, according to Matt Webster, **marketing** manager for **Doritos**, Young & Hungry **Brands**, at **PepsiCo** Foods Canada.

<https://twitter.com/DoritosCanada/status/644562022055735296>

On the beverage end, **PepsiCo** ran a **Periscope** campaign for **Mountain Dew** that [showcased](#) **Mountain Dew** branded merchandise, which was given to select consumers who liked or commented on the **Periscope** stream.

<https://twitter.com/MountainDew/status/581194505761751040>

Red Bull

Red Bull was another early adopter of **Periscope**, having tested it at Miami Music Week to live stream events from the [Red Bull Guest House](#). **Red Bull** has continued to utilize **Periscope** as event promotion to include consumers who can't be physically present at the event.

<https://twitter.com/redbull/status/609844235286609921>

Drawbacks to the technology

Despite early successes, **Periscope** can still leave something to be desired. The platform's audience is relatively small compared to other **social** media networks: [10 million viewers](#) as of August 2015, compared to **Twitter**'s 320 million monthly active users as of September 2015. Due to **Periscope**'s still budding audience and an uncertain return on investment, **brands** may not invest as much in **Periscope**, as **Rasmussen** confirmed for the Drumstick summer campaign.

Also, metrics can be shaky, so **brands** may be testing the waters without much hard evidence to prove a successful campaign. Because **Periscope** is tied to **Twitter**, a **brand** can measure **Twitter** impressions, but one of the key interactive elements, the "heart," is not as straightforward a metric as a "like" or "retweet."

"We got almost 51,000 hearts, but one person can heart content multiple times, so that wasn't exactly a great KPI benchmark," said **Rasmussen**. "But we were glad to see that there was a lot of engagement."

Currently, **Periscope** doesn't offer an API, so **brands** can't yet use third-party platforms to more

closely analyze performance [metrics](#). Coordinating **Periscope** with **Twitter** provides additional insights, but even those are limited. **Nestle** coordinated the two platforms to the tune of 750,000 impressions, which are the number of users' streams where the **Periscope** tweet appeared.

Periscope is a way for manufacturers to draw consumers into more intimate interactions with **brands** and products. Going forward, **brands** will decide whether pursuing a promising but still fledgling platform is worth the investment and whether live video streaming can help the industry usher in a new era of **digital marketing**.

Top Image Credit: [Flickr user Anthony Quintano](#)

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