

ABSTRACT

Moving away from the period of traditional or mass media, Instagram is increasingly being used as a strategic tool for increasing brand awareness and operating marketing campaigns. The popularity of pre-workout nutrition has affected EJ Sport to produce energy gel, which helps fast energy intake during sports. In order to increase brand and product awareness, EJ Sport conducted a digital campaign with Audax's Paris-Brest-Paris ultra-cycling race. This project's objectives are to analyze the effectiveness of Paris-Brest-Paris digital campaign and the effect of different content formats toward the engagement rate of the brand on Instagram. The data was obtained from Instagram analytics and statistical analysis using SPSS was conducted to achieve the significant difference between static posts and motion posts. There is a significant decrease on the engagement rate of the brand's account after the campaign due to the increase in the number of interactions and followers by 17.12% and 612.1% in September compared to July. Moreover, there is also no significant difference between static posts and motion posts towards the [1] engagement rate as p-value is 0.62 and 0.38 in July and September, respectively. This is because the samples were too little and they don't influence each other in terms of engagement rate. However, consumer's attention must be maintained and a relationship must be established between the consumer and the brand in order to maintain a high engagement rate. It is also recommended that the samples taken must be larger to provide more accurate results.

Keywords: EJ Sport, Digital Marketing, Audax, Paris-Brest-Paris, Engagement Rate