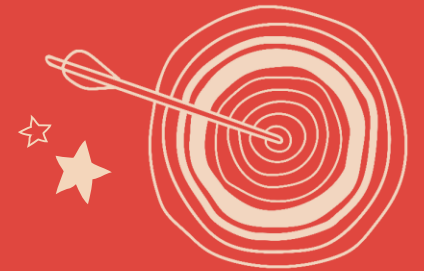


WD_BLACK

Taking gaming storage to the next level -
WD_Black influencer campaign



Mission

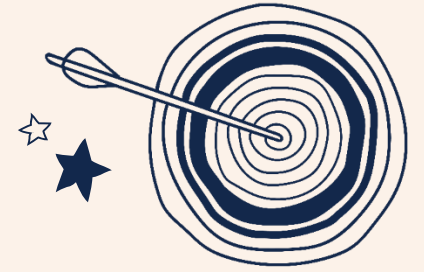
As well as its other consumer storage solutions, Western Digital is also increasingly known for its WD Black range of high-performance gaming drives. While the WD_Black range was praised by tech reviewers and admired by hardcore gamers, we were tasked with increasing the brand's mainstream recognition via a programme of influencer outreach.

Method

We set out to target a broad range of gaming influencers, from dedicated gaming PC builders to those with a more casual audience. By doing so we aimed to highlight WD_Black's appeal to the whole spectrum of the gaming community. We worked with influencers to showcase WD_Black's new "phase 2" product additions, the SN850, AN1500 and D50 gaming drives. We targeted a range of different social platforms which were key for our broad gaming audience: Instagram, YouTube, Twitter and Twitch.

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BOOM

As a result of our activity, we drove influencer content with a total reach of nearly 2 million across WD_Black's key social platforms such as Twitch and YouTube. This created a great deal of engagement, with nearly 16,000 likes and 700 comments.



LITTLE RED

