

LIVESTREAMING VIDEOS

GORENJE SLOVENIA & ŠKETA.SI

Marketing Communications, Gorenje brand

April, 2020

About Gorenje & Šketa Live

- To boost online sales during the online sales campaign, we teamed up with Gorenje Slovenia ambassador, Sašo Šketa (sketa.si), who is a well-known Slovenian food blogger and vlogger (his [FB page](#) has almost 53.000 followers and IG profile over 15.000 followers)
- CONCEPT: every week day at 11h, Sašo is cooking a simple lunch live on the Gorenje Slovenia FB page in order to help people in isolation with ideas, tips & tricks on what to cook, while they are at home.
- All live posts include a link to the online web shop: <https://si.gorenje.com/akcije> or to specific products that are mentioned in the video
- In all live videos Sašo will explain a bit about the products, highlighting some of their features and also inform viewers about the Gorenje online shop (delivery in 24 hours)




Channels

Announcements over the following channels
(1 day in advance):

- Gorenje Slovenia landing page
- Newsletter sent to Gorenje Slovenia customer base
- Gorenje Slovenia FB & IG (feed & story)
- Šketa.si & Sašo Šketa FB & IG profiles
- Šketa.si webpage banner

After the live streaming, the videos are also shared to Šketa.si FB page

Everyday we also post an announcement for the next day's live video together with the ingredients in case someone wants to follow along.



KUHAMO V ŽIVO!

Kej bo demes za kosilo?

SAŠO ŠKETA KUHA V ŽIVO
VSAK DELAVNIK OB 11.00

Dan za dnem ostajamo doma in pripravljamo neskončno število obrokov ... ali tudi vam že počasi zmanjkuje idej? :) V Gorenju vas bomo odelej vsak **delovni dan razveselili** z novim receptom za preprosto, a okusno kosilo na Facebook Gorenje Slovenija. Z nami bo kuhal **Sašo Šketa**, ki bo poskrbel, da bodo vaša kosila domiselna in hkrati enostavna za pripravo. **Pridruži se nam v Živo na Facebooku** – prvič že danes ob 11. uri.

Sledi nam na Facebooku

f i

Announcement posts

Gorenje (SI)
Published by Urša Jan [?] · 6 April at 09:56 · 🌐

👉 DANES ob 11:00 // #LIVE kuhanje s SKETA.si 🍳👨🍳

Danes na meniju: PAŠTA FIŽOL 🍝🍷

Saso Sketa bo vsak delavnik ob 11:00 pričel s kuhanjem v živo na našem FB profilu. Prepričani smo, da boste našli kaj zase 😊 Se vidimo čez dobro uro! ... See more



Sketa 🐓

Pašta fižol

Sašo Šketa kuha v živo
6. 4. ob 11.00

Gorenje (SI) updated their cover photo.
Published by Urša Jan [?] · Yesterday at 07:37 · 🌐

👉 NOVO ■ LIVE ■ VSAK DELAVNIK ob 11:00 🍳

Dan za dnem ostajamo doma in pripravljamo neštete obroke ... ali tudi vam že počasi zmanjkuje idej? 😊 Z nami bo Saso Sketa iz SKETA.si, ki bo poskrbel za domiselne recepte in enostavno pripravo! Pridruži se nam v živo – vsak delovnik ob 11. uri.... See more



Kaj bo danes za kosilo?

SAŠO ŠKETA KUHA V ŽIVO
VSAK DELAVNIK OB 11.00

Gorenje (SI)
Published by Urša Jan [?] · 6 April at 13:30 · 🌐

Ste danes dopoldan uživali v naši #live kuharji? 🍳👨🍳

Jutri ob 11h nadaljujemo - Saso Sketa bo pripravil LOSOSA S KUSKUS SOLATO. #yummm

👉 Da pa bo vse skupaj še bolj zanimivo, razkrivamo potrebne sestavine za jutrišnje kosilo. Pa vas istočasno kar spodbujamo, da jutri #live kuhate z nami tudi vi! 😊 Kdo si upa? 🤔👨🍳

👉 Za 2 osebi boste potrebovali ... 🌐 ... See more



Sketa 🐓

Mariniran losos s kuskus solato

Sašo Šketa kuha v živo
7. 4. ob 11.00

Live video, no. 1 (April 3, 2020)

Watch it [here](#)

Duration: 40 min 57 sec

Reach: 16,671 people (3. 4. 2020), 27.849 people (8. 4. 2020),

Engagements: 1,686 (3. 4. 2020), 3.324 (8. 4. 2020)

Views: 5,100 (3. 4. 2020), 9.054 (8. 4. 2020)

Website clicks: 23 (3. 4. 2020)

Top audience: women, 35-45 years old

Significantly higher reach than other recent FB Gorenje Slo posts (between 4K & 6K)

Relatively constant live viewership (around 80 people, peak 127 people)

Posts



Gorenje was live.

4 hrs · 🌐

Heeej, vsi! 🍌 Danes pričnemo z #live javljanjem iz studia SKETA.si, kjer bomo kuhali v živo!

Najbrž tudi vam že počasi zmanjkuje idej? Vsak delovni dan vam bomo pomagali pri iskanju idej za kosilo. Danes na meniju: PASTIRSKA PITA Z MATEVŽEM. Yummm! 🍷

Če izbirate novega kuhinjskega robota ali pa celo novo parno pečico, preverite ponudbo tudi v naši spletni trgovini. Ob nakupu nad 30 €, vam izbrani izdelek brezplačno dostavimo naslednji delovni dan 🙌🙌
bit.ly/Dostava_v_24_h



Watch together with friends or with a group

Start



You, Saso Sketa and 32 others



2 comments



7 shares



5.2K views

Like


Comment

Share



Live video, no. 1 (April 3, 2020)

Video details



Total video performance Showing All

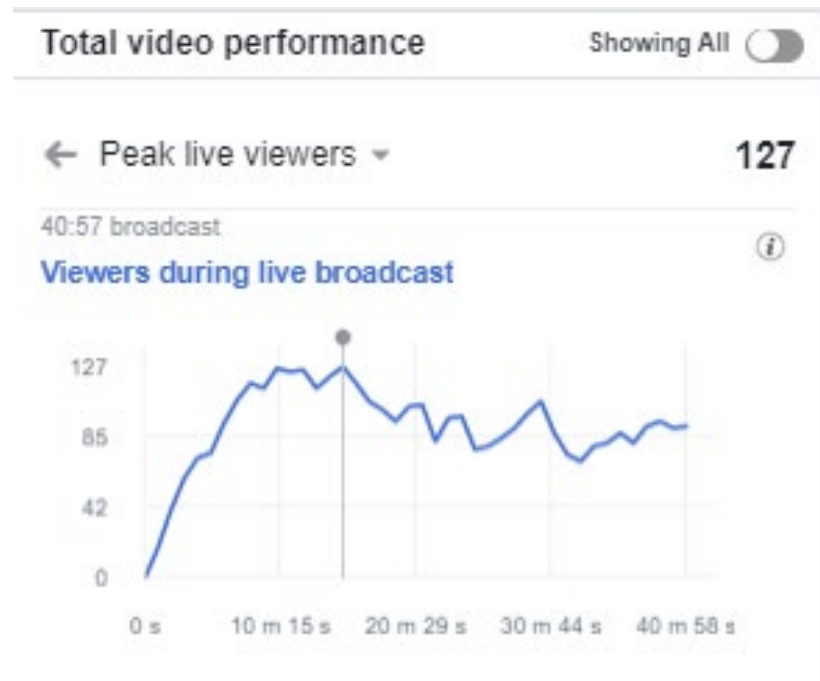
- Peak live viewers: 127
- Minutes viewed: 4,539
- 1-minute video views: 463
- 10-second video views: 1,997
- 3-second video views: 5,147
- Average video watch time: 0:18
- Audience retention
- Audience and engagement

Gorenje...
Heeej, vsil! Danes pričnemo z #live javljanjem iz studia SKETA.si, kjer bomo kuhali v živo! Najbrž tudi vam že počasi zmanjkuje idej? Vsak delovni dan vam bomo pomagali pri iskanju idej za kosilo. Danes na meniju: PASTIRSKA PITA Z MATEVŽEM. Yummm! ...

40:57 · Was live: 03/04/2020 · Owned · Appears once · View permalink · Copy video ID

This video is used in 1 post

| Posts | Posted date | Estimated reach | 3-sec video views | 10-sec video views | Unique 3-sec video views | Post engagement | Average video watch time |
|---|---------------------|-----------------|-------------------|--------------------|--------------------------|-----------------|--------------------------|
|  Gorenje Heeej, vsil! Danes pričnemo z ... | 03/04/2020 10:47 | 18K | 5.1K 100% | 1.9K 100% | 4.7K | 96 | 0:18 / 40:57 |



Live videos, no. 2-4 (April 6-8)

| | April 6 | April 7 | April 8 |
|---|---------|---------|---------|
| Reach | 27.800 | 21.200 | 9.800 |
| Post clicks | 2100 | 1000 | 628 |
| Engagement (reactions, comments, shares) | 130 | 55 | 56 |

All statistics on April 8

Website clicks (total, April 8): 183

Video 4

Total video performance Showing All

- Peak live viewers: 123
- Minutes viewed: 2,717
- 1-minute video views: 315
- 10-second video views: 1,110
- 3-second video views: 3,367
- Average video watch time: 0:17
- Audience retention
- Audience and engagement

This video is used in 1 post

| Posts | Posted date | Estimated reach | 3-sec video views | 10-sec video views | Unique 3-sec video views | Post engagement | Average video watch time |
|--|---------------------|-----------------|-------------------|--------------------|--------------------------|-----------------|--------------------------|
| Gorenje Mmm ... roke gor, če ste za porčjo... | 08/04/2020 10:55 | 9.8K | 3.3K 100% | 1.1K 100% | 3.2K | 56 | 0:17 / 38:33 |

Video 2

Total video performance Showing All

- Peak live viewers: 105
- Minutes viewed: 7,906
- 1-minute video views: 799
- 10-second video views: 3,011
- 3-second video views: 9,178
- Average video watch time: 0:18
- Audience retention
- Audience and engagement

Video 3

Total video performance Showing All

- Peak live viewers: 57
- Minutes viewed: 4,180
- 1-minute video views: 413
- 10-second video views: 1,936
- 3-second video views: 6,525
- Average video watch time: 0:12
- Audience retention
- Audience and engagement

Reach & engagement compared to regular organic posts

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|---------------------|--|------|-----------|-------|-------------|------------|
| 06/04/2020 10:55 | Mmm ... roke gor, če ste za porcijo kremne rižote z bučo? 😊 Pridružite | 📺 | 🌐 | 9.8K | 628 56 | Boost Post |
| 07/04/2020 10:53 | Mmm, danes bo za kosilo losos. Sašo ga bo pripravil skupaj z | 📺 | 🌐 | 21.2K | 1K 55 | Boost Post |
| 06/04/2020 13:30 | Ste danes dopoldan uživali v naši #live kuhariji? 🍷🍷 Jutri ob 11h | 📺 | 🌐 | 4K | 26 10 | Boost Post |
| 06/04/2020 10:50 | Tokrat bo Sašo pripravil legendarno enolončnico, pašta fižol 😊 Za tiste, | 📺 | 🌐 | 27.8K | 2.1K 130 | Boost Post |
| 06/04/2020 09:55 | DANES ob 11:00 // #LIVE kuhanje s SKETA.si 🍷🍷 Danes | 📺 | 🌐 | 4.6K | 84 15 | Boost Post |
| 05/04/2020 08:10 | 5. april je uradni rojstni dan Gorenja. 🍷🍷❤️ Ponosni smo, da | 📺 | 🌐 | 7.4K | 148 91 | Boost Post |
| 04/04/2020 19:55 | Vsak kuharski mojster 🍷🍷 postane malce nervozen, ko zasliši | 📺 | 🌐 | 3.8K | 69 14 | Boost Post |
| 03/04/2020 10:47 | Heeej, vsil! 🍷 Danes pričnemo z #live javljanjem iz studia SKETA.si, | 📺 | 🌐 | 27.8K | 3.2K 122 | Boost Post |
| 02/04/2020 17:45 | Nekaj se obeta! Jutri dopoldan ob 11.00 kuhamo #live na našem | 📺 | 🌐 | 8.6K | 288 55 | Boost Post |
| 28/03/2020 08:10 | Kako se lahko izjemno zabavate, medtem ko otroke učite pomembnih | 📺 | 🌐 | 4.1K | 22 2 | Boost Post |



TODAY'S POST (April 8)

Reach & engagement continue to grow significantly even after the live video has ended



FIRST POST (April 3)

