

Case Study: Skittles – Pre, Live, Post Amplification



Skittles generates excitement about first Super Bowl Ad



Skittles releases Marshawn Lynch Press Conference



Skittles Live-Tweets the Q4– Feb. 1

January 6th

January 22nd

January 26nd

February 1st

February 1st

February 2nd



Skittles teases Super Bowl Ad



Skittles ad runs during Q1, live tweets– Feb. 1, 2015



Skittles posts extended version and continues to tweet – Feb. 2, 2015