

The image features two men in the foreground, both wearing dark suits and sunglasses. They are positioned against a background of various seafood items, including crab legs and oysters, which are rendered in a slightly faded, artistic style. The overall composition is framed by bold red geometric shapes, including diagonal stripes and corner accents. The text 'VBRAND' is located in the top right corner, and the case study title 'CASE STUDY: MEN IN FISH' with its Chinese equivalent '男人渔夫' is positioned in the lower right quadrant.

VBRAND

CASE STUDY:
MEN IN FISH
男人渔夫



Who Is “Men in Fish 男人渔夫”

Men in Fish 男人渔夫 is a LIVE AUCTION fishing business based in Sekinchan, consisting of a tag team duo of Mr Lucas and Mr Ting. Before they ventured into FaceBook livestreaming, the duo were Fishermen/Fish suppliers, this is when they employed Wedialab for our digital marketing and ad strategies. With our unique “Men in Black” themed branding strategy and their entertaining livestream antics, they have quickly garnered a big following on their social media.

Our FaceBook Live strategy would feature episodes of the duo displaying a variety of seafood to be auctioned away in REAL TIME. Interested buyers will bid for their desired item(s) in the video’s comment section, by commenting the amount they are willing to pay.

Ever since Men in Fish 男人渔夫 hopped on the live auction phenomenon on December 22nd, they have stood out among competitors with our combined efforts of excellent social media marketing and branding.

ENGAGING WEDIALAB

Vbrand comprehensive services for Men in Fish 男人漁夫 that helped propel the brand.



Social Media Management



Content Creation/
Curation



Facebook Advertising



YouTube Advertising



Video Production



Talent Management



TikTok Engagement



Livestream Set-up

09/12/2020

—

18/06/2020

75K

FOLLOWERS

FACEBOOK FOLLOWING

MIF's online presence started from scratch with 0 audience and followers, but quickly rose up to what it is today purely through social media and digital marketing.

ORGANIC SOCIAL MEDIA CONTENT

MIF started off strong and quick in the content department by producing 3 organic posts a day across all social media platforms to create an interesting presence and populate the feed before audiences arrived.

WARM UP POSTING SCHEDULE:

3 ORGANIC POSTS
A DAY

PRESENT POSTING SCHEDULE:

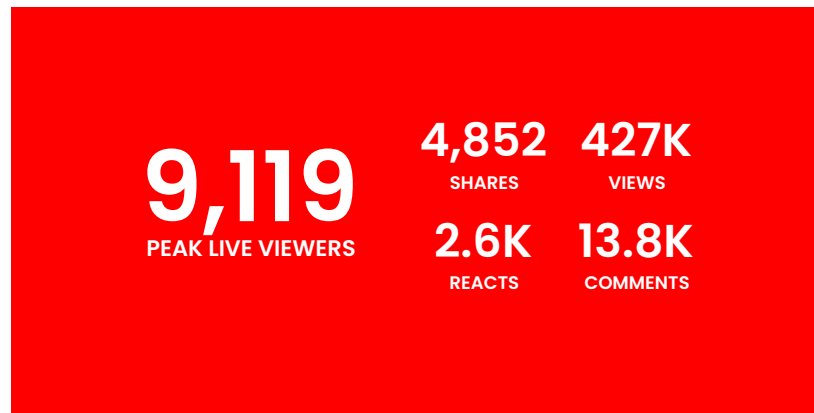
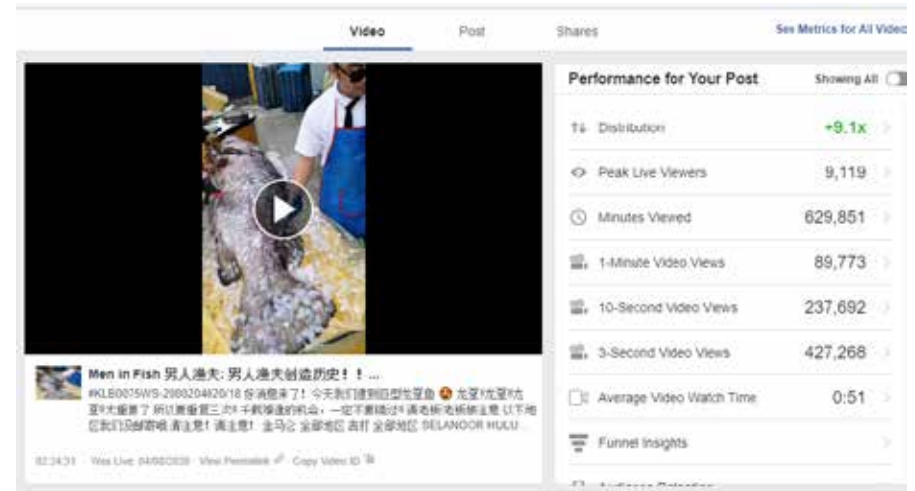
10 ORGANIC POSTS
A MONTH



Facebook LIVE

THE BIGGEST HIGHLIGHT OF
“MEN IN FISH 男人渔夫” ARE
THEIR **LIVE STREAMS**.

It is through this new business model that “Men in Fish 男人渔夫” are able to cut costs in the supply chain, increase brand awareness, and deliver their products to their customers directly without compromising the freshness of the seafood.

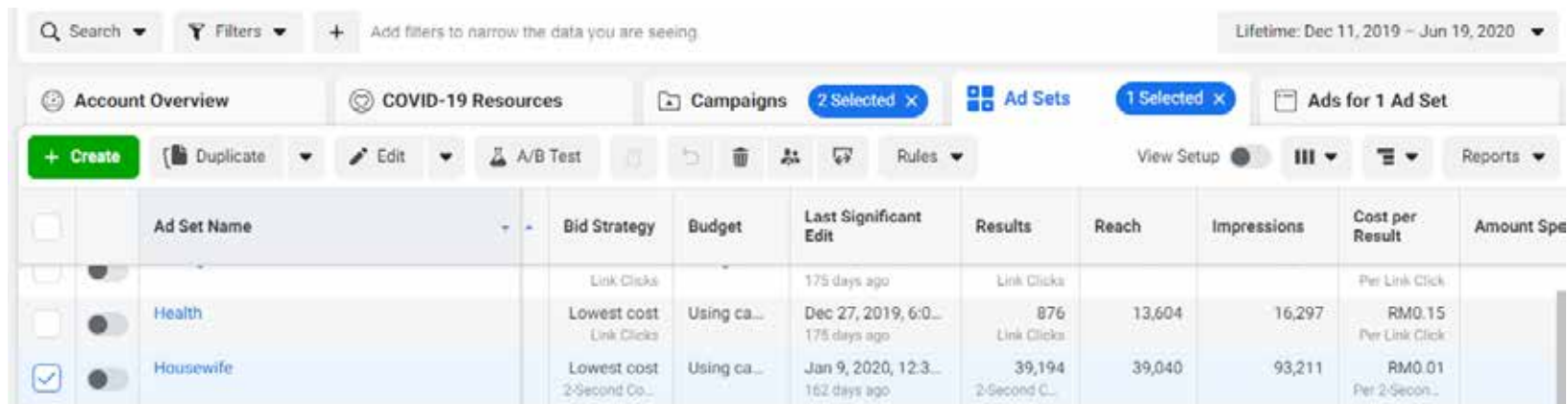


AD PERFORMANCE

Running Facebook ADS is a key factor to Men in Fish 男人漁夫 success. Through thorough testing, research, and creative designs, the ADS ran efficiently and were able produce outstanding results with minimal costs.

TOF_VideoView

Only RM0.01 per result



The screenshot displays the Facebook Ads Manager interface. At the top, there are search and filter options, and a date range of 'Lifetime: Dec 11, 2019 - Jun 19, 2020'. Below this, navigation tabs include 'Account Overview', 'COVID-19 Resources', 'Campaigns' (2 Selected), 'Ad Sets' (1 Selected), and 'Ads for 1 Ad Set'. A toolbar contains actions like '+ Create', 'Duplicate', 'Edit', 'A/B Test', 'Rules', 'View Setup', and 'Reports'. The main table lists ad sets with columns for Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, and Amount Spent. The 'Housewife' ad set is selected and shows a cost per result of RM0.01.

Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
Health	Lowest cost	Using ca...	Dec 27, 2019, 6:0... 175 days ago	876 Link Clicks	13,604	16,297	RM0.15 Per Link Click	
Housewife	Lowest cost	Using ca...	Jan 9, 2020, 12:3... 162 days ago	39,194 2-Second C...	39,040	93,211	RM0.01 Per 2-Secon...	

Only RM0.01 per result

Facebook Ads Manager interface showing a table of ad set performance. The table includes columns for Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, and Amount Spent. The 'Manager' ad set is selected and shows a cost per result of RM0.01.

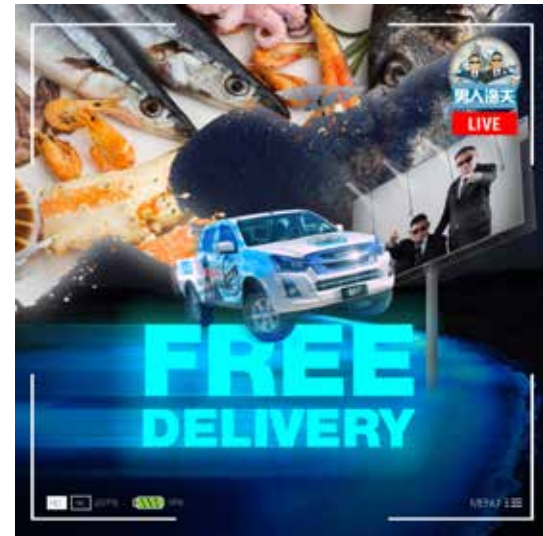
Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Sp
Health	Lowest cost Link Clicks	Using ca...	Dec 27, 2019, 6:0...	876	13,604	16,297	RM0.15	
Housewife	Lowest cost 2-Second Co...	Using ca...	Jan 9, 2020, 12:3...	39,194	39,040	93,211	RM0.01	
Manager	Lowest cost 2-Second Co...	Using ca...	Jan 9, 2020, 12:3...	44,664	41,384	104,856	RM0.01	

Only RM0.01 per result

Facebook Ads Manager interface showing a table of ad set performance. The table includes columns for Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, and Amount Spent. The 'health' ad set is selected and shows a cost per result of RM0.01.

Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Sp
Health	Lowest cost Link Clicks	Using ca...	Dec 27, 2019, 6:0...	876	13,604	16,297	RM0.15	
Housewife	Lowest cost 2-Second Co...	Using ca...	Jan 9, 2020, 12:3...	39,194	39,040	93,211	RM0.01	
Manager	Lowest cost 2-Second Co...	Using ca...	Jan 9, 2020, 12:3...	44,664	41,384	104,856	RM0.01	
health	Lowest cost 2-Second Co...	Using ca...	Jan 9, 2020, 12:3...	71,823	84,576	184,771	RM0.01	

FACEBOOK AD DESIGNS





The end result of all the hard work brought out the best of Men in Fish 男人渔夫.

**MCO HIGHEST RECORD
SALES IN 1 LIVESTREAM**

**1270 BOXES OF
SEAFOOD**

—

6 FIGURE REVENUE

MEDIA FEATURE



Calvin Kiu Show



Sekinchan NTV7 Feature