To cement its reputation as a major smartphone player, Oppo rebranded and entered new markets, including Europe. BBC StoryWorks was tasked to create content that spoke to the brand’s millennial and Gen Z base, using the new Oppo Reno series to inspire young creatives.

**A BOLD VISION**

**Make the product the hero**

A branded content hub was set up and a bespoke digital content series, ‘The Secret Lives of Animals’, was produced to capture nature in all its glory – filmed in astonishing detail on Oppo Reno phones. The content educated, entertained and motivated viewers to start creating.

**Bringing stories to life**

Working with the critically acclaimed photographer Lucy Freeman, the team filmed at a wildlife sanctuary in South Africa. This extensive digital campaign included:

- 2 x 1min branded content videos and cutdowns
- 1 x 2 min behind the scenes video
- 18 key visual images
- A photo essay of the photography expedition

**Good impressions count**

The campaign targeted India through digital channels, gaining more than 65 million impressions, while the three videos recorded 15 million video views on social media.

Overall, the campaign performed extremely well, hitting an engagement rate of 69,000 Likes during seven weeks of promotion.

Click to discover more and view the work