

How to get **free** publications from bloggers

For an emerging brand
In a fully commercialised country

TECNO CAMON 50 × Football Fever

In 2026, Uzbekistan lived and breathed football. The national team qualified for the FIFA World Cup for the first time in history, and it became a matter of national pride.

It was at this moment in February 2026 that TECNO prepared to launch CAMON 50, smartphone designed to capture moments that only happen once.



From grandfathers to grandchildren, TECNO brought Uzbekistan together under one narrative — igniting a fire of patriotism and proving that brands can do more than just promote their product.



How do you get a brand with a market share of around

2% noticed?



TECNO and its **new CAMON 50** were entering a market where consumer attention was already divided between dominant brands.



Simply talking about the camera, zoom, or technical specifications just wasn't enough.

6 weeks

In just 6 weeks, we turned a product launch into a living conversation among our TA, family men, employing a wide range of formats: native integrations, UGC, daily quiz and giveaways.

We invited participation and created an emotional bridge between our product and people's lives.

**Three stages,
with one purpose:**

1



Preheat:

to plant our KSPs in the audience's mind.

2



Event:

to turn bloggers into believers.

3



Sustain:

to make our KSPs inseparable from everyday moments.

Preheat that outperformed expectations

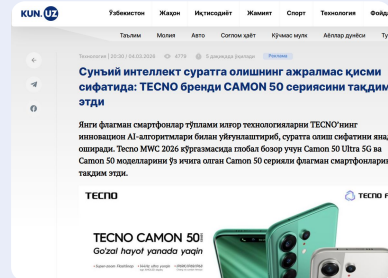
Our preheat focus: product launch and technical reviews of smartphone features, told by Uzbekistan's top media, leading tech bloggers, and key Telegram channels — all to drive genuine interest in our KSPs.

We exceeded publication count (36 vs. 28) while maintaining massive reach (684.5K+ actual vs. 696K planned).

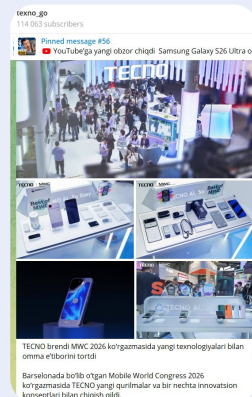


Mirfayoz Blog | Texnoblogger
119 959 subscribers

[@Mirfayoz_blog](#) -
a tech blogger specializing
in reviews of smartphones,
gadgets, and digital
innovations



Reach: 381 000
(Link)



Reach: 43 200

TECNO Cup — an event built for memories

Event focus: personal trust from Uzbekistan's top bloggers and journalists — a moment they won't forget.

Venue – full branding at Jar stadium. Vibe of a real match.

Match – friendly game with legendary commentator Xayrulla Hamidov, the voice of their childhood, on the mic.

Content – photo and video for TECNO socials, bringing both bloggers' and journalists' followers to our channels.

Outcome – genuine bonds formed, loyalty for our brand achieved.



Tecno Cup — what won the bloggers over?

We took the winners' cup, filled it with water, and dropped a waterproof CAMON 50 inside — the phone was fully working by the end of the match.

In the experience zone, CAMON 50s rode on RC cars across the sand. Dust everywhere, but not a single scratch on our phones.

We mounted phones along the seats, so spectators could shoot match moments themselves.

We branded the stadium, prepared team uniforms, created a unique cup and medals, and added branded TECNO CAMON 50 muffins — a first for events in Uzbekistan.

These simple ideas sparked bright reactions. Bloggers loved it, and posted about it, without being asked.

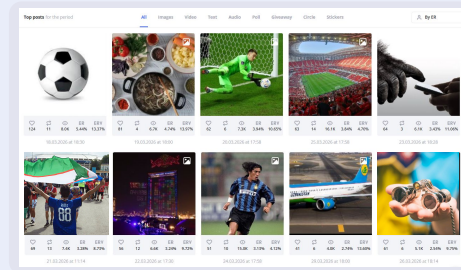


Sustain Stage — daily engagement, viral impact

We kept the conversation alive for 3 weeks with daily quizzes on CAMON 50 features, run through a custom Telegram chatbot. The format was fair, interactive, and creative: diverse tasks, a blitz round for last-minute hype, and weekly winners to maintain interest.



The result: +56.93%
ER growth across all metrics – views, reactions, comments, reposts.



Giveaways — one example stands out.

We tracked down one specific bread vendor – the elderly man whose generous gift to a French tourist became a national talking point.

We surprised him with CAMON 50. The video went viral: **over 1M views**, a comment from the French tourist himself, and multiple blogger reposts.

A single gesture allowed to put TECNO at the heart of a story the whole country embraced.

Blogger feedback



"I've been to many presentations, but it was very interesting to see a smartphone presentation while watching football in the stadium."



"I've never seen a presentation like this before. Everything was top-notch."

Thank you TECNO for making a childhood dream come true – the legend Xayrulla Hamidov presented me with a medal! I'll remember that moment forever.

I never thought a smartphone presentation could turn into a real football game.

Now I associate CAMON with football!"



"Honestly, I haven't seen a presentation in this format in a long time. Usually, it's a stage, slides, and numbers."

Here, there's a full-fledged game, emotions, and dynamics.

Everything is just like a real match.

Overall, the format worked: both as a sporting event and as a product demonstration."



[@Mirfayoz_blog](#)



[@qobil_adilov](#)



[@hilola_iss](#)

Publication flood

Posts & Reels: examples



Reach: 142 000

TG channels



Reach: 87 300

Instagram



Reach: 166 000

Media



Reach: 32 000

Results



In a market where free coverage simply does not exist, we turned emotion into our currency. After the match, bloggers kept posting. Not because we asked but because they were genuinely moved by it. Their excitement was what sold our phone to their audiences.

190

publications

+78% versus plan

Secured Dominant Share of Voice (SOV), leading presence among flagship camera phones

13M+

views

+69% versus plan

Achieved extensive reach among tech enthusiasts, photography hobbyists, and mid-range smartphone users. Stimulated sales at key points of interest and entertainment channels

**55 bonuses and 16
extra barter
publications**

Bloggers were extensively briefed and engaged in content production, allowing to get additional coverage and native delivery of materials

All KSP covered

We covered all Key Selling Points (KSPs) across an array of materials, with special attention to Flash-Snap, Zoom and AI features

**Thank you
for your attention!**

TECNO