

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

Chapter 1 : Culture and values case study |

Six brand case studies that proved the value of storytelling By Christopher Ratcliff November 3rd Storytelling in marketing terms isn't just about producing an advert with a narrative, it's about telling the story of the 'brand' across multiple channels and using various tools and methods.

Employee Value Proposition at AstraZeneca Case study Whether our Employee Value Proposition EVP projects are global in nature or focused on a country or region we always apply the same principles, which are to segment your employees across important talent segments and really understand what they want from work. This is exactly what we did with AstraZeneca when we needed to create an EVP that would resonate well with all 65, employees. The goal To create a global Employee Value Proposition EVP for AstraZeneca, building on the principles of their corporate brand to further differentiate the company in an increasingly competitive talent marketplace. Any different approaches needed to attract and retain different talent segments and what those differences should be Priority areas for change in order to maintain and improve engagement of key talent The messages to use to attract different talent groups, from scientist to marketer, to AstraZeneca in fifteen different countries What we did As with any Employee Value Proposition the starting place is to understand what is important to current employees and what the company is like to work in right now. This was a global project in a company with over 65, employees so it was crucial that we segmented the workforce. We focused on 15 talent groups, 12, countries and 4 functional areas. We also segmented people according to their age and gender. We began by reviewing data already available. In this case we had the employee opinion survey data and some research on what was important to AstraZeneca employees. We developed a draft Employee Value Proposition using our grounded theory research methodology. The Employee Value Proposition comprised of five themes. We tested the themes with existing employees to check their relevance, resonance and credibility. We also wanted to make sure that they appealed to both existing and potential employees and that the language worked in each of the different countries. The testing also told us which elements of the EVP appealed more to each segment and therefore which messages to highlight to these groups. How we did it This was a large global project spanning 15 countries. The project duration was six months. The project sponsor was the Global HRD. As the company was creating a new corporate brand and identity at the same time we also worked alongside their branding agency, Interbrand. We jointly developed a style guide. Importantly, the Employee Value Proposition was going to be the first company-wide project to be communicated under the new corporate branding. So it was crucial that it was written in a style that fitted the brand and brought it to life. Key outputs of the project The Employee Value Proposition itself A resultant Employer Brand An online user guide for HR and managers giving guidance on how to manage and engage different key groups. The toolkit is easy to use and provides a positive user experience with an engaging, animated page turning feature. AstraZeneca have developed a toolkit for managers to help them to manage, engage and recruit people. AZ regularly cross promotes their employer branding messages onto their career LinkedIn and Twitter pages. They have made it work for them in terms of attracting new talent and keeping existing talent motivated and engaged. Testimonial from the client: From concept design, formulation, testing and evaluation they proved themselves to be immensely capable and more than up to the challenge of advising on one of our biggest and complex pieces of organisational development. Through their rigorous approach, and ability to integrate other core elements such as our business strategy and corporate brand, they helped to ensure that our EVP will be sustainable in the medium to long term. Above all, it was their positive can-do attitude and their utmost flexibility and confidence in helping us to navigate ambiguous scenarios, that really impressed. From my experience they are one of only a small handful of external partners that truly understand what an EVP is and how it can work to drive a business and its culture forward.

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

Chapter 2 : Mobile Engagement Case Study | Quad/Graphics

To illustrate how today's biggest global brands are leveraging the reach and engagement of the Facebook-owned photo-sharing app, we've compiled a list of over 30 Instagram case studies, including each campaign's creative strategy, examples of how companies created their brand-sponsored content (with and without digital influencers), and the.

From successful influencer marketing case studies, you can learn a lot about what to do, and how to do it effectively. Results The campaign yielded impressive results, including million social media impressions, and more than 6, clicks to the coupon site. Bigelow Tea Bigelow Tea wanted to promote their products and encourage healthy living. For the campaign, influencers incorporated Bigelow tea into their content in different ways. Results The bloggers managed to generate more than 32, blog page engagements for their sponsored posts. With the help of their influencer marketing campaign, the total media value for Bigelow Tea increased more than threefold, and the brand experienced an What worked really well for the brand is how the influencers seamlessly integrated the products into their usual content. Since they only sell online, online reviews were the best way for the company to prove that their products are worth the investment. The goal was to reach people who were interested in buying a new mattress, and women who were searching for interior design and DIY tips online. They worked with influencers who could generate high levels of engagement. The company provided influencers with creative freedom. Since they wanted reviews that were unbiased and authentic, Leesa. What worked so well in this campaign was that the brand connected with influencers who were not only relevant, but also highly engaging, and considered trustworthy by their followers. They launched the BetterThanAC campaign to promote the idea that the new Bonobos collection was designed to keep men cool. The influencer created several posts showcasing Bonobos clothing in the midst of outdoor summer moments. Results The campaign yielded 5. Enabling the influencer to create sponsored content that blended well with his usual images and tone made the campaign seem natural, and more believable. SmarTrike SmarTrike is a company that manufactures ride-on-vehicles for babies, toddlers, and preschoolers. Their goal was to reach young mothers between years old, ideally with kids between months old. The brand decided to work with three influential parents that meet this criteria, including TV personality Giuliana Rancic. Despite her child not belonging to the month target age, Giuliana still managed to drive plenty of engagement for the brand, as her audience is mainly comprised of young parents. She posted the following image on Instagram, with a caption that described the product as a gift for her friend. She also expressed her wish that her son had had a SmarTrike when he was a baby. Overall, the three influencers managed to generate 76, likes, comments, and shares. Through this campaign, SmarTrike was able to reach more than 12 million people across different social media channels. The brand carefully targeted three influencers who were highly relevant to their target audience, which helped them to successfully pull off the campaign. Gloria Ferrer Gloria Ferrer wanted to raise awareness about their range of sparkling wines, and increase product trials. Jane provided her readers with tips for hosting a summer outdoor party. Results With the help of this influencer marketing campaign, Gloria Ferrer managed to generate more than 44 million social media impressions. The influencers also helped build buzz for the GloriousBites photo contest, and drove 2, clicks to the contest link. Since the products were positioned to match the usual content of the influencers, the campaign helped generate positive results. Pedigree Pedigree wanted to humanize their brand by standing up for a cause. The influencers promoted the campaign through their social media content, blog posts, and video content. Results The campaign helped Pedigree increase their total media value 1. The campaign also drove 9, blog page engagements and helped Pedigree win the love of their target audience. Appealing to the emotions and the responsible nature of consumers helped the brand successfully accomplish the goals of their campaign. They included a Mencap link and encouraged their followers to click on it to find out more information about learning disabilities. They also asked people to share their content to further promote the cause. Results With the help of 43 pieces of influencer-generated content, Mencap managed to reach more than 10 million social

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

media users. Their video content received , views. The influencers generated a combined engagement of 21, likes, shares, and comments. The influencer marketing campaign became a stepping stone for Mencap to boost their social media reach. She then enticed her social media fans with images from the event, through which she shared her experience. Her posts included hashtags like keepitcasual and casualonhulu to promote the new show and the event simultaneously. Results Through just one influencer, Hulu was able to reach more than 1. The brand wanted to raise awareness about their products, and promote their usage, especially during the holidays. They helped showcase the quality, and versatility of the ingredients, and encouraged readers to check out the brand for themselves. The brand also hosted a virtual holiday-themed party on Twitter to spark a conversation about their products. Conclusion The case studies above showcase brands that were able to generate exceptional results from their influencer marketing campaigns. The brands also provided the influencers with creative freedom, so that the sponsored content blended in seamlessly with their usual content. This made the campaigns more authentic, and trustworthy.

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

Chapter 3 : 10 Influencer Marketing Case Studies with Insane Results - Shane Barker

Bolton NHS Foundation Trust Building a Values-Based Healthcare Organisation. Bolton NHS Foundation Trust is a major provider of hospital and community health services in North West England, delivering services from the Royal Bolton Hospital and also providing a wide range of community services from locations across Bolton.

Six brand case studies that proved the value of customer experience Delivering a brilliant customer experience is all about balancing genuine emotions with the right tools. By Christopher Ratcliff 18 Aug 4: At the Festival of Marketing , held over two days at the Tobacco Dock in London this November, there is an entire stage devoted to the emerging role of emotions in customer experience. Here speakers will discuss how to create connected journeys and marry together datasets, tech infrastructures and teams, in order to create a customer centric culture. Macmillan In Macmillan research found that people affected by cancer were in need of additional support with everyday practical tasks such as shopping, ironing or cleaning. It also discovered that one in four people newly diagnosed with cancer in the UK lack support from family and friends, which equates to 70, people every year. The project needed to empower cancer sufferers to seek help with day-to-day tasks from members of their local community. Additionally, Macmillan needed to recruit more volunteers and appeal to a younger demographic. One of the main challenges would be recruiting early adopters to test early iterations. Another would be differentiating Team Up from other local Macmillan services. Team Up used a series of digital practices to deliver real-world services within its pilot site of Brighton and Hove. A unique brand identity was developed to ensure Team Up had a distinct visual appearance, differentiating it from other Macmillan services in Brighton and Hove. A dedicated Community Manager spent time working with local groups to sign people up pre-launch. Macmillan ran bi-weekly user testing sessions, to ensure members of the community fed into the project, to help build trust and loyalty in the service. Team Up complemented the existing support offering in Brighton and Hove by sharing resources while offering something new. In the offline world, tasks are on average connected to a volunteer in less than two hours. The initial target was a turnaround time of under three days. Tasks are carried out, on average, within two days. And as of June Team Up has had an average conversion rate of 8. Vodafone UK Vodafone UK developed a graphical and interactive representation of its network performance, which is a first for the UK telecoms market and meant that a heavily technical subject was made simpler for customers. The main objective was to reduce network related queries into call centre via a self-serve tool and create a system for communicating planned outages to those customers affected. The tool had to be easy to maintain and hold the ability to update in real time, 24 hours a day, seven days a week. It should also improve network specific T-NPS scores. Vodafone kicked off a substantial cross-channel working group, touching areas of the business such as online, network operations, service operations, public relations, technology, security and a third party supplier Aricent. Initially, the project was led by a technology team and involved translating network information into online messages. UX designers soon joined the project to ensure the customer was at its heart. Vodafone carried out extensive usability studies with the public to validate graphic design and user experience before implementing, analysing and ultimately improving it. The team built a system where information could be updated on-the-fly by field engineers via a network operation centre, linked to an email notification centre. Affected users can now register their email address with the system, which then sends an email to those registered as soon as the issue is reported as closed with the network operations centre. Thomas Cook launched a highly targeted lead generation campaign and travel survey to capture information on future buying intentions and specific customer requirements, which have a bearing on their decision to buy. A nurture programme was also implemented to deliver individualised messaging and increase user engagement. Once the survey was completed, consumers were immediately presented with a choice of headline offers or redirected to the website. Display retargeting tags were embedded into the campaign to enable Thomas Cook to deliver personalised display banners to respondents. Once the nurture campaign had ended, the customer data,

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

including all click affinity, response and survey data, was immediately fed into the Thomas Cook newsletter programme to become part of the overall new CRM strategy. During the most recent campaign, more than 15, leads were collected. Click rates averaged in double digits, more than three times higher than the national average, and far in excess of the standard newsletter program. RS Components Despite search engine marketing delivering 10m visits to the RS Components websites each month, customer feedback and analytics showed that its user experience was not conducive to a quick and efficient process, with 70m customers leaving the site at search stage over the last year. With this in mind, any improvements to the user experience needed to drive a 0. So RS Components introduced the following measures to improve the customer experience: Additionally it wanted to get to grips with its customer needs, and build an online strategy around them which would ultimately lead to fewer clicks to purchase. Improving the online booking process was of primary importance, and was a core objective for the project. This research provided the intelligence needed to map out a new online strategy, which placed the customer at the centre. Central to the project was the need to improve the customer experience of the onsite booking journey. Etch worked with Micros, utilising its Opera Reservation System ORS , to create a customised booking system which had the capacity to manage the five hotel locations. A further part of the customer engagement programme was to ensure that the right messaging was being communicated to potential and existing customers throughout the path to purchase. THE PIG worked with Etch to ensure this was carried across all of its display advertising, email, social media, search and referral traffic. The starting point for this was to understand the customer journey, with insights demonstrating that AV consumers want to be able to view a product on a site across every device. The AV market was reviewed and AO. The online offers were overcomplicated, too jargon heavy and populated with huge ranges that were hard to distinguish. The brand demystified the jargon, provided greater explanation of the technologies, provided a reasonable sized range of quality brands with no own label product, and provided the opportunity to have products installed at point of delivery. TV video reviews by AO. The brand also supported the consumer journey with a series of curated collections to help them buy the right TV for their individual viewing needs. Video is also used to sell sound and educate the consumer on how different sound products work and the benefits and restrictions of the products AO. On top of the segmented product offer and rich media content, the brand also offered two types of installation stand mounted or wall mounted with its same day and free next day delivery offer. The service again differentiates ao. Want to know more about how brands are using customer experience as a differentiator?

Chapter 4 : How Tomâ€™s of Maine Drove % More Engagement Than Organic Social [Case Study] | Mav

The project needed to empower cancer sufferers to seek help with day-to-day tasks from members of their local community. It was vital that the service was safe, easy to use, accessible and available across all devices.

Chapter 5 : Employee Value Proposition EVP Case Study AstraZeneca | talentsmoothie

Brands need to remember that it's not just about getting viewers to watch their video - effective engagement both builds a brand and drives viewers to take action. Leveraging a video player that integrates multiple calls to action can increase conversion rates by capturing users in the moment.

Chapter 6 : Table of Contents: Brand engagement :

Employee Engagement Southwest Airlines: A Case Study in Employee Engagement Next Article Incorporating employees into the creative decision making process allows for a more authentic brand.

Chapter 7 : Branding, Advertising, and Design Case Studies | BASICâ„¢ | Work

DOWNLOAD PDF CASE STUDIES ON VALUES-BASED BRAND ENGAGEMENT

Our curated social engagement editorial calendar helps Naked meet them where they are - on their terms. By participating in an authentic two-way conversation and supplementing it with compelling content, we maintain relevance and reinforce brand equity drivers.

Chapter 8 : 3 Examples of Successful Customer Engagement Strategies | ReviewTrackers

BASIC Agency creates human experiences for a digital world. Design and branding case studies for work with Apple, Nixon, Fender, Billabong, and more.

Chapter 9 : Six brand case studies that proved the value of customer experience - Marketing Week

Global brand strategy: unlocking brand potential across countries, cultures and markets / by: Van Gelder, Sicco, Published: () Designing brand identity: a complete guide to creating, building, and maintaining strong brands / by: Wheeler, Alina.