BRIGHT/SHIFT

Evaluating purpose, captivating audiences

Customer stories

B/

Viral Acquisition

Fastest growing app in Nigeria

180k
registered users

—

In 4 days

3m
reach

$0.30
CPA

—

Across Facebook, Instagram & Google

—

Significantly lower than industry benchmarks

Our client launched an app with a mission to give people more control over their mobile privacy. We were tasked with creating and launching an acquisition strategy in Nigeria.

We leveraged our network to build a team of Nigerians who were in each of our identified audience segments to help ideate, conceive and share messages at scale in conjunction with a paid social campaign, and referral strategy to encourage rapid word-of-mouth adoption.

We were up against a competitor who'd won social media agency of the year in 2018, and they managed just 5% of our total downloads over a month-long period.

B/

Viral Christmas video, HOWND

B/

10mil

—

Impressions with a £0 ad spend

6mil
people

—

Combined video views

150K
people

—

Social shares

70K
people

—

Click throughs to learn more about HOWND

HOWND wanted to build awareness of their cruelty-free dog care brand at Christmas time

We devised a strategy that leverages the beloved 'Christmas TV ad' format, but brought it into the 21st century by making it designed for social and 'viral-ready'

With our limited time and budget, we used social data to discover the ultimate timing and placements to give us our best shot at virality, and leveraged dog lovers within our influencer network to share the film with their audiences

The result was a viral video success that outperformed the multi-million pound Sainsbury's Christmas ad for views and engagement on social media, resulting in widespread awareness for both HOWND and the #AdoptDontShop campaign

Creating an influencer, @TheTylerSaunders

0 - 30K+
followers

—

With a £0 ad spend

Sponsors
secured

—

Long-term Maximuscle sponsorship

MTV
partnership

—

Content partnership with MTV

Fitness Expo
appearances

—

Paid appearances at European fitness expos

We discovered Tyler Saunders - a one-legged personal trainer and ex-GB athlete with bags of personality - and partnered with him on a joint venture to amplify his mission that 'any goal, dream or ambition is possible'

B/

Word of Mouth Mastery, Canon 'Lifecake'

13.5mil
18-34 year old females reached

—

Organically with a CPM of £0.45

35K
shared

—

Content shared 35,000 times on Facebook

4x Increase
user engagement

—

4x increased user-engagement compared to paid acquisition

95%
content

—

Shared on the Instagram explore page

Canon wanted to increase awareness of their kiddie photo-sharing app, Lifecake, with millennial mums

We used our network to gather insights from thousands of millenial mums to devise a strategy to transform Lifecake's social community into the number one destination for mums to connect online

B/

Evaluating purposes, captivating audiences

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