

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Best Use of Influencer Relations

Company: Fluential and Adrian Flux Insurance

Entry title: An influencer campaign that's deeper than vanity metrics

Brief and objectives:

The Maze Media Group have been serving Adrian Flux Insurance (a Norfolk based company) for over 10 years with all forms of marketing. As the influencer agency of the group, we were enlisted to craft a campaign that would create connections between not only brand and influencer, but also brand and audience. Most importantly we needed to communicate the message in a way that our target audience wouldn't find, for want of a better word, boring.

Adrian Flux specifically wanted to target young drivers, typically aged between 17 and 25. However, we both agreed it would be in their interest to also reach 16 year olds, as there's a critical lack of knowledge about companies that provide learner driver insurance.

The client trusted us to work out the best way to reach their objectives and thus, there was no formal brief other than to meet the most important one. Show value. Insurance is a numbers industry, but numbers such as likes and comments don't mean much. They're mere vanity metrics.

Whilst the client's management team understand the value of brand awareness and sentiment, we needed to prove that we could spend a certain amount on influencer marketing and return more through impeccable conversion tactics and measurement. We also set ourselves the objective of providing long-term value to the brand.

The idea, research and planning:

When it comes to selling insurance there are two glaring issues. The first is that no one wants to buy it. Even when they do, they don't want to. It's a grudge purchase. It's unattractive. The second is that the people we reach might not even need it right now.

You only buy it once a year. With both of these things in mind, we needed to create a fantastic impression straight away then keep hold of that audience ready for when they need Adrian Flux.

Integration is the most important pillar of influencer marketing. Does the product make sense within the content? Also, is the content relatable? Will it make the audience feel something? We had one thing in mind. The one thing every young driver has to do... learn.

However, it wouldn't be particularly entertaining to simply watch someone learn. Enter the UK's biggest Monster Truck. We booked an experience with 'Grizzly' and sent two influencers down to take him on. The first, WillNE, had a large audience of around a million. 80% were UK based and 16-25, our target audience. Known for his wit and comedic take on things, he's a mainstream style influencer. The second, BQR123, had an audience of around 150,000. Again, all our target demographic. However, he's known for modifying cars. He's also been insured by Adrian Flux for years. This way we could effectively test a mainstream influencer (which we could safely assume would still be valuable as everyone buys insurance) against a more dedicated, niche influencer.

Building on this, we also commissioned a few "drive with me" style videos. One with a female influencer whom had already made 4 very successful videos of this type. One with a male that drove the length of the country in the cheapest car he could find on Facebook Marketplace.

Strategy, tactics, creativity and innovation:

The plan was to keep the integration of the brand short and sweet, mentioning only what needs to be mentioned. We didn't put words into their mouths and get them to call Adrian Flux the best in the world. We simply got them to mention that they insure thousands of learner drivers across the UK, because they do.

We were providing value in that, all 4 of these example videos were videos the audience really wanted to see and they only saw them because we made it possible.

However, we decided to continue to provide value with a competition. By giving away iPads, GoPros and Spotify/Amazon vouchers, we were able to willingly and compliantly collect the data of thousands of young drivers. All of which we could feed into email efforts and paid social advertising too in order to make the ROI of the campaign far more apparent.

Delivery:

The entirety of the influencer content was delivered via YouTube. This is the platform where we're able to fully make the most of our chosen creators' audiences. Longer content in order to sneak in multiple short and sharp brand mentions without it being too constant, and the ability to add links in the description and communicate that they'd be there, meant that it perfectly aligned with our campaign plan and goals.

Using the data we collected we delivered further brand messaging and direct lead generation adverts via email, Facebook and Instagram.

Ethical considerations, including how the campaign has abided by the CIPR Code of Conduct, ASA Regulations, the CAP Code and Google guidelines:

I myself have been an 'influencer' in many campaigns. Fluentia was born out of my frustration with the industry. One of the main things being late payment. Dealing fairly is part of the CIPR Code of Conduct and certainly part of ours. Whilst many specify 30 days for payment and pay on the 30th day at the earliest (it's common for some to take up to 6 months) we paid out to all influencers within a week of content going live.

We ensured all advertisement of the brand by influencers was transparent. It was important to us that it was obvious that these videos were sponsored by Adrian Flux so that the audience could appreciate the brand for making it happen, rather than attempting to hide.

Measurement and evaluation, including the outcomes achieved via organic and paid-for activity:

This part of the campaign reached over 1.5 million people, receiving over 300,000 engagements and capturing 15,000+ email addresses. The direct lead generation paid social advertising we've pushed to the audience that we formed with this data has the lowest cost per lead of all the adverts run by the brand. Using the data we will continue to drive new customers for a long time.

Budget and campaign impact, including payments such as gifts and/or experiences in-kind, and influencer expenses:

The budget for this was £25,000 including our fee, booking the experiences, influencer fees, competition prizes and social advertising after data collection. The impact goes beyond the data. Tonnes of comments exist on the influencer content applauding Adrian Flux. A car insurance brand. That's our greatest success.