

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 Social Media

Company: Weber Shandwick Scotland and VELUX

Entry title: A Real Social Space

Brief and objectives:

The way that we build and design our homes has changed over the last 10 years. A surge in popularity of home improvement TV, aligned to changing homeowner aspirations for how we live in our homes, has seen homeowners take a much more central role in the decision making process within home renovations. In recognition of this shift, roof window manufacturer VELUX has adapted its marketing and communications efforts to target both homeowners AND roof window installers. Having worked with VELUX for two years previously to embed this new approach, our brief for social media in 2018 was to grow and engage our online homeowner audience on social media with inspiring content that would underline the emotional and rational benefits of VELUX roof windows in the home.

The idea, research and planning:

Research from VELUX's 2018 Indoor Generation campaign showed that homeowners had reacted strongly to emotional cues around the function of their space, rather than the aesthetics. Not all of these reactions were positive, but they provoked a genuine reaction and strong feelings. We wanted to explore this further.

Beautiful, Instagram-ready images of rooms are easy to find, but we react passively to them. Stories around the uses of our space were human, authentic, relatable and more likely to start conversations about our ideal home. They were also far more likely to interest our non-traditional, homeowner audience.

Everything we created for our social channels would have to be produced with the layman in mind, and we would have to find a way of marrying authenticity and a homeowner focus with VELUX's high-end, polished, product focus. We would require authentic curated content, a strategic partner, relatable created content and a new approach to our social channels.

Strategy, tactics, creativity and innovation:

Each of our social channels would have a clear role to satisfy our different audiences. Twitter was already a more informal space, so it would continue to be the focus for our trade audience.

Facebook was identified as the focus for our homeowner audience. We commissioned case-studies from real families, who were able to talk about the difference products had made to their kitchens, bedrooms or living spaces. Before and after videos of real homes were even more dramatic than traditional product shots.

We partnered with BritMums to reach a new audience of homeowners. Britmums offered us access to a large and active membership who typified our new, non-traditional audience. The partnership would allow us to reach homeowners at volume and speak with their voice.

Influencers with VELUX products in their home were recruited to discuss how they used the new space afforded to them by the additional light the products provide.

Finally, we developed a series of animations which were more relatable and eye-catching than traditional video. These would give us license to deviate from our traditional tone-of-voice.

Pinterest also required a different approach. It had traditionally been a place for aspirational imagery and treated like an extension of the product catalogue. Instead, we started treating Pinterest like an extension of search engines, helping to ensure that VELUX images ranked highly for homeowners searches of extensions and loft conversions.

Delivery:

Our case study videos were edited as tightly as possible, with shots of the before/after early in each clip. These were posted in their original form and in very short 10-15 second clips.

Our influencers were encouraged to create blogs detailing the difference VELUX products had made to their homes. Because they were a network of BritMums bloggers, each was encouraged to share the others' blogs and content, creating volume across Facebook, Twitter, Instagram and Pinterest.

This was a departure from the celebrity architect-led campaigns. Influencers were selected for their differing interests and the levels of engagement from their following rather than the size of their following. Our group of influencers each tapped into a passion point for our target audience, ranging from cooking and family living to hobbies and exercise.

Our Pinterest Boards were created to reflect the most popular customer search terms on Google, tags were added based on the most effective keywords from previous AdWords campaigns and images were sourced and credited from public posts rather than the product library. Our boards needed to make users care enough to consider their own project and visit the VELUX website to start that process.

Measurement and evaluation:

The most important performance indicator was web traffic from social media to the VELUX website. These figures were documented through Google analytics.

- There was a 98% increase in organic social media traffic to the website during our campaign, from just over 41,000 visitors in 2017/18 to 81,000 in 2018/19

- Organic traffic from Facebook alone increased by 250% - from just over 6,000 to almost 22,000.

As well as demonstrating an increase in volume, we had to show that we'd reached a new audience. This was shown through Facebook demographic data and data on Google analytics.

- In June 2018 our Facebook audience was 90% male. A year later it is 53% female
- The numbers visiting the website were almost as stark, from 92% male in June 2018 to a 60/40 male/female split in May 2019
- Our partnership content with BritMums generated 3.6m impressions and received an engagement rate of 16% across social media
- Engagement has increased as the audience has expanded. Our Facebook activity reached 34m and achieved 1,840,000 engagements, up 30% on the year previous.

Budget and campaign impact:

Our campaign succeeded in bringing a whole new audience of consumers to VELUX, balancing a real-world approach with their high-end brand values. Traffic and engagement has continued to be split almost exactly evenly between men and women. Activity contributed to a 2% increase in product sales last year – a significant figure for such a large network.

The campaign has shaped everything we've done since, widening our scope and our potential audience.

The total consultancy fee for social media for this period was £60,560, with an additional budget of £18,000 for promoted social media and £12,000 to cover content such as animations, reactive social media posts or videos.