**Category:** Best Use of Photography or Design

**Company:** Weber Shandwick Scotland

**Entry title:** Pins are a win for windows!

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**Brief and objectives:**

How do you get people excited about roof windows on social media? Not an easy task. Traditionally the audience engaged with VELUX on social media was the ‘white van man’ and window installers mostly on Facebook and Twitter.

The most engaged picture post previous to our involvement and new strategy was of Commando Girls in t-shirts posing at a roadshow! This group remained a key audience, but focus needed to shift to a more aspirational consumer group.

The brand needed a new outlet to visually communicate their product range.

VELUX already had working relationships with renowned architects and TV influencers, but the world of social influencers was a new territory – this was an area we could utilise to shed more light on the subject.

The problem we had to solve was how could we engage lifestyle, consumer-centric influencers with what had traditionally been a builder’s project?

**Objectives:**

- create a truly inspirational engagement space for the brand online
- engage 200 followers with pure image-driven content
- use social media influencers to effectively connect with the audience
- make roof windows appealing and interesting

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**Rationale behind campaign, including research and planning:**

We needed to think smart – tap in to that aspirational feeling among consumers and make them want, and need roof windows.

Using the skills of our in-house planning team and tools such as Mintel, TGI and Future Laboratory we dug deep into the brand – what made people purchase windows? There were three audiences: installer community, home improvers and aspirational consumers.

We discovered an overarching theme that when planning a home improvement, it’s not just about the space. It’s about the potential that it unlocks; high hopes for the times together,
hobbies you’ll take up and dreams you’ll realise! This led to our creative platform of ‘Realising Your Potential’.

From this, we developed comprehensive building blocks and a tone of voice to guide our messaging on Pinterest. It also informed our influencer programme along with the results from a social listening tool – Klear. We mapped our influencers in terms of connection to our audiences and how they used their space.

**Strategy and tactics, including creativity and innovation:**
The strategy then was two-fold:

1. To create a visual presence on Pinterest to optimise aspirational engagement
2. To enlist the help of key social influencers who had reshaped their home and life with a VELUX window, to pin their journey and inspire with pictures.

Our mission was to help VELUX step out of their comfort zone and do something different. Our research showed us that our consumers had both rational AND the emotional feelings when it came to making home improvements and choosing windows. We needed our visual content to reflect this with lots of inspirational/aspirational images.

With the influencers our briefs allowed freedom and creativity to produce content on Pinterest which resonated with their audiences but also highlighted the benefits of daylight. We engaged with three influencers over the year, each focussing on how they use their space to fulfil their passions such as doing yoga, cooking, entertaining friends.

We chose to go in a completely different direction with our influencers. This wasn’t about functionality, it was about realisation, so our collaborations ranged from mummy bloggers and artists to celebrity chef Rachel Koo.

All emphasised the message visually on Pinterest that you can realise your potential with VELUX.

**Implementation of tactics:**
We began by cementing a process for developing social media content, using our specialists across the agency from planning, community management, design, and copywriters.

Our planning team held monthly trend mapping sessions.

These sessions underpinned all work for the month on Pinterest. It informed:

- the content team to source relevant and engaging images
- the influencers to approach, to maximise the effectiveness of our partnerships

Using themes from our planning team we initially created two themed boards to lure the consumer in to the world of VELUX – Transformations and Bright Ideas.

Transformations showed how a home could be changed with adding roof windows in to a loft or single storey extension. Demonstrating the impact more daylight can have on space, the board captured the imagination of the consumer.
In Bright Ideas we focused more on the actual space in the home – to include interiors and decoration – and how light can bring a space to life.

Our most recent board taps in to the current trends. In this board we are encouraging people to create space that works better for them and their family. It underlines the importance of enabling plenty of natural daylight to enter the home and the impact it has on both on wellbeing and on happiness.

With the visuals we hope to inspire consumers to open up their space and bring interiors to life, encouraging Open Living by giving the visitor fresh ideas to energise their space, bring the daylight in and create a healthy indoor/outdoor flow.

**Measurement and evaluation:**
We smashed our year one targets and surpassed expectations.

We currently have 973 followers on the Pinterest page; 813 on our Transformations boards; 810 on our Bright Ideas board and already 803 followers on our Open Living board which just launched in May 2018.

The average daily impressions are 104,186 with an average daily viewer rate of 60,652. We have 973,623 average monthly viewers and the average monthly engaged is 36,539.

We have had three Pinterest take-overs by social influencers creating their own boards in collaboration with VELUX.

One of our influencers, Hege in France, created a VELUX-themed Pinterest board which not only trended throughout Europe on three separate occasions but won a prestigious Best of Pinterest award for her collaboration.

**Budget and cost effectiveness:**
Our mission was to engage with a brand new audience for VELUX using visual assets on Pinterest. Using a strategy steeped in research and insight we executed a cost-effective plan that had a mixture of inventive, creative boards and used engaging lifestyle influencers to tell the VELUX story.

Fees (12 months):

- Consultancy – £36,000 (Pinterest was part of the wider social media activity – this budget included work on other platforms)