

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: Weber Shandwick Scotland and VELUX

Entry title: Search VELUX Extensions

Brief and objectives:

The way we build and design our homes has changed over the last decade. The surge in popularity of home improvement TV, aligned to changing aspirations for how we live in our homes, has seen homeowners take a more central role in design decision-making.

Recognising this shift, VELUX has adapted its communications to target homeowners as well as roof window installers. Having worked with VELUX since 2016 to embed this new approach, our brief for 2018 challenged us to go further - to influence the volume of conversations taking place online among homeowners with a view to them searching for 'VELUX Extensions' when it came to planning their own projects.

The idea, research and planning:

To influence the conversations taking place among homeowners online we needed to find out what they were saying. We worked with our planning and insights team to analyse conversations using Sysomos, Klear, and desktop research on Pinterest, where we reviewed a sample of 100 Pinterest boards around home extensions.

Our first wave of social listening reinforced what we already suspected - a very functional and trade-focused online conversation with consumers struggling to be heard. We needed to change the emphasis by dialling up the emotional benefits of VELUX Roof Windows in creating bright and light living spaces, to balance out the rational benefits reinforced by the trade.

Our solution was to work with family influencers to help them bring VELUX to life for our homeowner audience.

Strategy, tactics, creativity and innovation:

Rather than seek individual influencers to work with, we sought to maximise our impact by collaborating with two of the UK's biggest influencer networks - Mumsnet (UK parent network of 10 million monthly users), and BritMums (network of more than 9,000 social influencers, commanding over 137 million monthly page views).

Mumsnet and BritMums were able to show us the conversations taking place about home improvements within their networks. This intelligence was crucial in helping us to determine the opportunity for partnering with them.

Our strategy was to collaborate with these influencer networks to help position VELUX as the go-to brand for families wanting to add more space to their home and to connect VELUX with real mums who would become genuine brand ambassadors.

Through a combination of impactful video content, blogs and Pinterest boards, our chosen influencers brought VELUX Roof Windows to life, showing them off in the context of their own family lives and talking about the benefits of extensions for creating more space for family life.

Mumsnet campaign included:

- Discussion thread on how much time people spend indoors
- Influencer video talking to three generations of the same family, examining how parenting has changed for today's 'indoor generation', and how VELUX Roof Windows have improved the quality of their life by creating a light and airy living space
- VELUX daylight expert Q&A to inform homeowners planning single storey extensions to their home. A discussion thread focused on key considerations for the early stage of the planning process, such as importance of natural daylight.

To complement our activity with Mumsnet, our BritMums campaign focused on Pinterest:

- Pinterest 'Daisy Chain' campaign connected 10 influencers who wrote blog posts on the relationship between daylight and mood in the home. We used a combination of influencers who already had VELUX products in their home and others who, despite not having the product were advocates of light, bright interiors. They were also asked to create mood boards on Pinterest that showed the role of daylight in extensions or loft conversions.

Delivery:

The discussion thread asked people to comment on VELUX research that showed people spend more than 90% of their time indoors. It encouraged people to share tips on how they get the benefit of daylight and fresh air inside their home.

The influencer video went live on Mumsnet in August 2018 to coincide with TV advertising.

Social edits of the video were promoted by Mumsnet, VELUX and the influencer, who also wrote a blog about daylight in the home. It resulted in real mums talking about their experiences of spending so much time indoors.

The Mumsnet Q&A kicked off 2019 activity and engaged users who were genuinely interested in planning a single storey extension. The 10 most common questions were answered on a bespoke competition page containing supporting content - case studies,

videos to inform homeowners on type and number of windows to choose. It was promoted in Mumsnet's newsletter, social channels and on comp page, as well as VELUX social channels. We created several articles for consumer and trade media using the answers.

The Pinterest activity launched in Easter 2019 with 11 blogs, 10 Pinterest boards with pins to VELUX website to encourage traffic to site and a competition to win £800 for users who created their own Pinterest board. Content was promoted on BritMums website (109k monthly page views), two mentions in BritMums newsletter (8k bloggers) and influencers promoted across social channels.

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

We have an influencer marketing specialist within Weber Shandwick who created a strategic approach to partnering our brands with influencers, which includes our briefs and contracts having the latest guidelines. This has helped place us at the forefront of this specialism in Scotland. She also ran a CIPR Scotland event with an ASA representative and blogger on ethics and influencer marketing.

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

Post-campaign Sysomos analysis showed positive sentiment on conversations around VELUX extensions increased 30% during our campaign period. During that time, VELUX received 200 mentions in the online conversation around extensions (Facebook & Pinterest mentions not included), indicating clear growth in the online conversation around extensions.

Previously the conversation around VELUX extensions took place mainly on Twitter (65%, reflecting the channel's use by trade voices), following our influencer campaigns, that share had reduced to 33% with an increase across all other key social media channels targeted towards homeowners.

Mumsnet discussion thread

Delivered (benchmarks set by Mumsnet/BritMums)

- 1567 clicks to website (1000)
- 4098 views (2000)
- 578 comments (200)
- 1 min 35 secs dwell time (1 min 15 secs).

Expert Q&A:

- 1386 clicks to website (1000)
- 125 comments (100)

- 2422 views (1500).

Comp:

- 9569 views (3500)
- 3538 entries (2000).

Influencer video:

- 13,748 views (10,000).

Britmums campaign:

- 11 blogs - 405,000 MPVs (308,000)
- 211,577 impressions, 329 saves, 1,871 link clicks from pins on Pinterest. Click through rate of .88 (18,000 impressions, 20 saves, 150 clicks, .83 click through rate)
- 3.6 million impressions from 171 mentions from 70 users on Twitter. Influencers had average 5,300 followers each
- 656 Facebook Engagements (shares, comments, likes) and reach of 4050. Engagement rate was 16.20% (above 1% considered good in FB).

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

Mumsnet £18k influencer video, social edit, influencer fee. £10k Expert Q&A/comp.

BritMums £19,800 inc influencer fees.