



RESULTS SNAPSHOT

BRAND REVITALISATION & REFERRAL LEADS

SilvermanAcampora LLP

Long Island is awash with Law Firms and, despite their size, SilvermanAcampora was struggling to differentiate. With aggressive competition - all chasing the same referral sources - it was time to make a change. When we took over the marketing function their website traffic was at 1K/year (being kind) and their referral leads were hard won and dwindling. They took a leap of faith and embarked on a journey fuelled by neuromarketing that would ultimately transform their position in the marketplace and create a 20% jump in revenue. We created an integrated programme that focused on brand engagement, with the over arching objective of creating viral patterns within their referral sources that would drive lead generation and create a sustainable funnel for new business. In total we returned over \$2.5M in additional revenue, placed them at number 1 on organic searches (with no paid search), and took the web traffic from 1K to 27K/year in an 18 month period. Their site now routinely generates \$10k - \$20K/month in new business from organic search.

WEB TRAFFIC/YEAR

1000 ⇒ **27,000**

2015 - MAY 2016

MAY 2016 - DECEMBER 2017

INCOME FROM WEBSITE

\$0 ⇒ **\$480K**

2016 - 2018

DIRECT MARKETING CONVERSION

.8% ⇒ **47%**

BEST SA RESULT PRIOR TO ENGAGEMENT

AVERAGE CONVERSION ACROSS 3 CAMPAIGNS



1:20 ROI

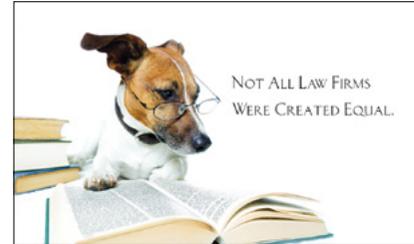
SOCIAL MEDIA



SOCIAL MEDIA/SPONSORSHIP



PRINT



EMAIL



HIGH IMPACT (LOW COST) SPONSORSHIP



VIDEO FOR SOCIAL MEDIA



Increase Sales

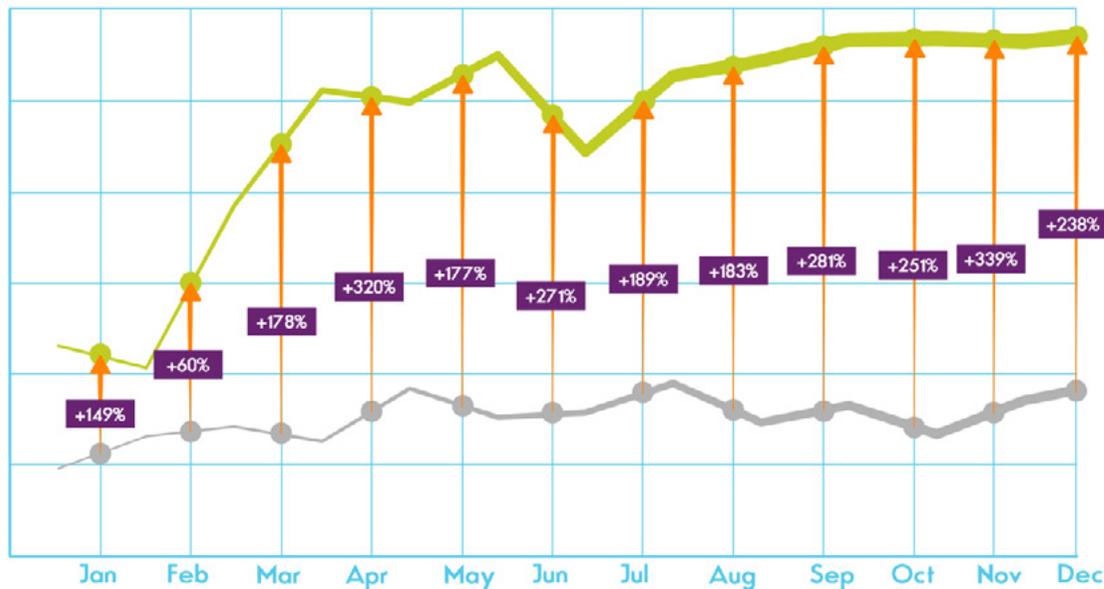
Ibiza Vape Club

Our objective was to increase sales and provide a framework for sustainable growth for online sales. The vape industry is one of the most regulated sectors in the world, with stringent controls on advertising, promotion and communication. Creating momentum for any regulated product is incredibly difficult without the traditional marketing tool kit at your disposal. We focused on content quality and volume and direct communication with customers and online influencers and groups.

We created a campaign that amplified Ibiza Club's online presence using a combination of high quality, scroll stopping content and a new (no quibble) approach to customer service. We cultivated a dialogue with customers and the industry that earned the brand 5* reviews across the board. Using the power of highly targeted content we boosted the sites ranking, driving organic traffic to the site in unprecedented volume.

From the outset our strategy improved online sales performance and which continued to grow throughout the term of our contract. We nailed it. Across the 12 months of our contract we averaged a 220% increase in monthly sales ... without a single piece of paid search.

Web Sales 2019/2020

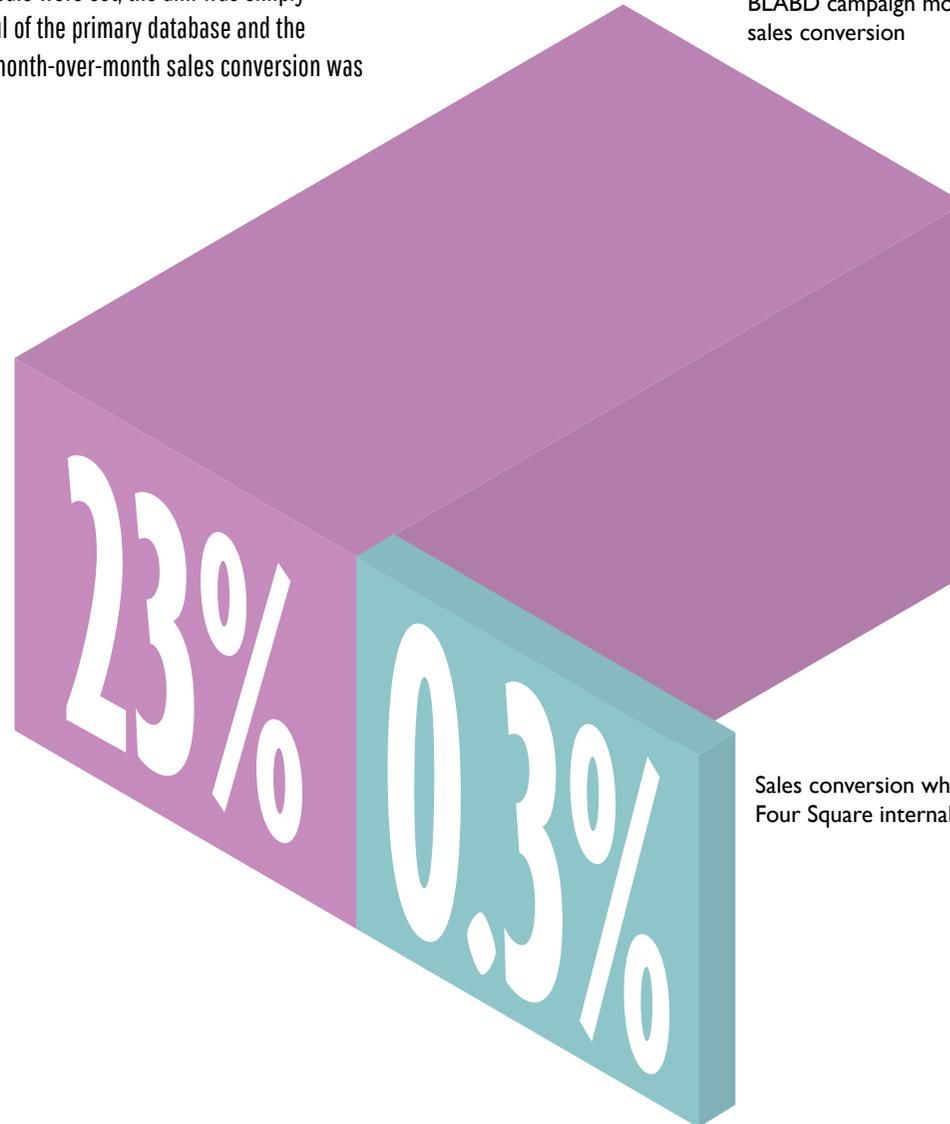


Monthly Conversion Rates

Four Square – A Division of Mars

Falling returns on investment forced Four Square to evaluate the effectiveness of their internally produced campaigns to drive sales conversion. No specific goals were set, the aim was simply to improve upon previous efforts. Following a drastic overhaul of the primary database and the development and implementation of multi-media campaign, month-over-month sales conversion was improved to historic highs.

BLABD campaign month-over-month average sales conversion



Sales conversion when using Four Square internal resources



ROI to Shout About The Database Group

With no set sales cycle, awareness is everything in the database market place. The overriding objective was to engage the audience with a simple cultural message that would immediately differentiate The Database Group as a confident leader in their field. With a limited budget and time running out on their financial year, they needed results.

Results: Awareness was the name of the game – any leads or sales would be a bonus. Here's how the score card read: 97% recall. 11% lead generation. The most successful campaign in their history. Ultimately the campaign delivered a return of 75 x initial campaign investment; definitely worth a bash on the head.

75 x ROI



Award Nominee
Best Low Volume B-2-B
Direct Marketing Campaign



Positioning Shift

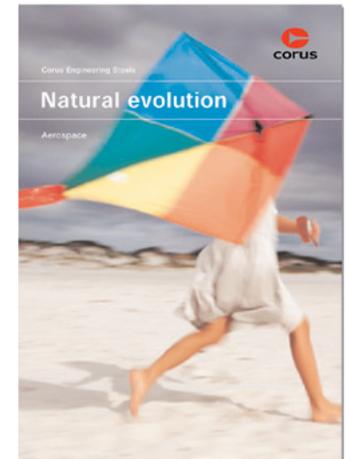
Corus - Engineering Steels (formerly British Steel)

Tasked to reposition the Engineering Steels Division as a 'service orientated' business and not just a raw materials supplier. Our mission was to create an elegant visual solution that accurately represented the true service ethic of the division without compromising the Corus brand.

Results: Developed a creative solution and multi-media campaign that achieved over 70% awareness of the Engineering Steels service portfolio and positioning objectives (up from just over 20%). In addition, the campaign produced the company's first targeted direct marketing campaign which generated an ROI of just over 479 x campaign investment.

70%
AWARENESS

479 x
ROI



Campaign Effectiveness

Avid

Targeted to launch its latest small studio software solution (a derivative of the professional editing suite) Avid needed to rethink their approach as previous efforts using other agencies had failed to achieve any significant results. The timing was terrible; the campaign was scheduled to roll-out one week before Christmas. With an immovable deadline, it was necessary to create a campaign that delivered a serious creative punch.

Results: We developed a creatively edgy and highly targeted campaign (multi-media) which was designed to stimulate prolonged interest in the product - specifically to keep it afloat over the Christmas break. Despite the awful time frame for the campaign to run, within one month had returned results of unprecedented significance.

Sales Conversion from

0.4%

Previous best for
Avid campaign

to

9%

BARLIKEABIGDOG Result



Critical Campaign Target

Defence Evaluation & Research Authority

Our target was simple. Ensure that at least 74% of the workforce completed the self-paced training programme necessary to successfully operate the integrated IT system. The new enterprise resource package would drive critical operating systems and business resource platforms necessary for the secure operation of critical government systems (including defence research and development). The 13,500 strong workforce was spread across 93 sites (most of which were classified, with clearance levels ranging from classified to above top secret – a complex and highly sensitive communications environment). Our role was to redesign the communications process, disseminate critical training information and support training initiatives so that (i) all staff were fully aware of the significance of the new operating system and (ii) enough people had successfully completed the programme such that the system would function on 'go live' day (no back-up system was planned to run in parallel for this system – hence it was essential that the training goals were met). We were brought in late to the project after the previous supplier failed to make headway. With less than 5 months remaining of what was originally a 12 month programme, the challenge was intense.

Training Objective

74%

of workforce must successfully complete training.



Result

83%

Awareness Objective

85%

awareness of key programme operating systems and business objectives.



Result

98%

Operational objective: Streamline project communications.

Operational result: We created a new operating model for project communications which was subsequently adopted as the standard model for all Ministry of Defence programs.

DERA