

The Marketing Society Excellence Awards

Branded Content Strategy



Executive summary

The breakdown cover market is dominated by two giants: the AA and the RAC. They are well established, have deep pockets and ubiquitous fleets. So at Green Flag, we know better than most the challenges that come with having to engage customers.

And our challenges don't end there: the rare occasion when people consider breakdown assistance is during the peak holiday seasons (Easter and Summer), when the entire leisure and tourism industry is vying for voice, making cut through and engagement seem like mission impossible.

Rather than try and compete in marketing spend, an area where we knew we didn't stand a chance, we cunningly used something that comes naturally to us: creativity and fun.

In 2015, we embarked upon a unique strategy that would enable us to steal share-of-voice and market share from our competitors and reinforce challenger brand values to increase brand preference and positive sentiment.

Using insight from market trends and research, we created content that would inform as well as amuse, the release/distribution of which was strategically timed to maximise media and consumer interest. Our strategy consisted of an Easter campaign (including humorous videos playing on the top causes of breakdown), and a summer campaign (where we created entertaining and informative infographics based on our research).

Not only did our strategy achieve what we were hoping for, but we smashed our objectives across the board:

- ❖ Brand perception improved (66% now perceive us a credible breakdown provider).
- ❖ For the first time, our share-of-voice overtook the AA and RAC.
- ❖ Our campaign has driven growth (Gross Written Premiums increased by 6% YOY in 2015, despite a 28% reduction in media-spend).

Above all, we've stolen market-share from the AA and RAC for the first time in our history.

288 words

Main entry

The challenge

Imagine you are a breakdown cover provider. The product you're selling is a functional necessity, not something that people want to think about unless they really need it. Your competitors? Brand giants The AA and RAC, who dominate the market with seemingly impenetrable loyalty, deep marketing pockets and an army of vans across the country.

To make matters worse – only one in ten people ever bother to switch breakdown providers. According to our research, the rare occasions people do actually consider switching are in the build up to the holidays throughout summer and Easter – making these periods critical to business growth. However, these times of the year are also peak times for the entire leisure and tourism industry – meaning we were also in competition with them.

As a result, to stand a chance of getting our share of the limelight, our campaign needed to be instantly engaging and strategically timed to maximise our chances, or we'd risk major losses.

Whilst we may not have marketing pockets as deep as the AA or RAC, one thing we do have plenty of is creativity. So, rather than view our underdog status as a hindrance, we embraced it, using it to cut through the competition, shake-up the sector and step out of our competitors' shadow by injecting some much-needed humour and mischief.

Objectives

- ❖ Steal share-of-voice during peak periods to increase sales of annual policies and add-ons (e.g. European cover).
- ❖ Steal market share from our dominant competitors.
- ❖ Reinforce differentiating challenger brand values to increase brand preference and positive sentiment.

To deliver this, we embarked on a unique and creative content marketing strategy that enabled us to drive a surge in sales during peak periods and build brand awareness and consideration throughout the rest of the year.

Research and insight

Given that our budget was only a fraction of our competitors', we gathered insight to allow us to tailor our strategy to reach our target audience in the most efficient way:

- ❖ Market trends revealed that the weeks leading up to the Easter break and summer holidays are the key periods when people are considering breakdown cover (e.g. before a long journey). Our content marketing strategy aimed to target these prime-time periods with intensive bursts of activity.
- ❖ Consumer research was undertaken to understand the biggest causes of breakdown (the top two causes being punctures and flat batteries), as well as the biggest concerns people have about breaking down abroad (language barriers were revealed as one of the top concerns). These insights were used to create relevant content, delivered in a unique, cut-through way.
- ❖ Brand insight showed that we scored lower for 'expertise' than our competitors. By developing content that reinforced our expertise, we knew we could build brand credibility. This would be achieved through content that sought to inform as well as entertain.

Our resulting strategy consisted of burst campaigns in the peak seasons (Easter and summer) to drive sales during these make-or-break periods.

Innovation and creativity

Easter campaign

Using our insight into the most common breakdown causes and timing it tactically to maximise reach, we launched a humorous 'Don't let a breakdown ruin your Easter' campaign over a two-week burst, to engage consumers precisely when they would be looking for breakdown cover. The campaign included:

- ❖ **Shortform content:** In a first for Green Flag, we developed three short films, which were amusing visual metaphors for our straight-forward breakdown message: We developed 15-second versions designed for Facebook, which were then amplified on YouTube; and shorter six-second versions aimed at Twitter and Vine – a channel launched specifically for this campaign. Released sequentially a week apart, the first video played on the hassle of a flat battery (with a hair-clipper calamity), while the second and third videos focused on the perils of punctures (with a deflating bouncy castle and a sumo-suit blow-out). In parallel, we ran an ATL campaign which included advertising on petrol pumps carrying the same messaging.

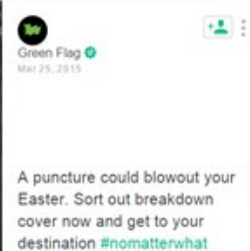
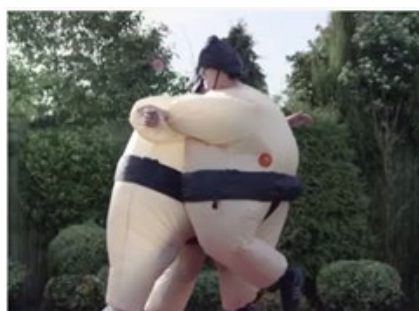


Green Flag

Don't let a puncture leave you feeling deflated this Easter. We can put the bounce back into your long weekend

Shared with: Public

679,692 Views



- ❖ **Blogs:** We blogged about Easter getaway destinations (Great British drives) and shared our expertise, covering topics such as the common causes of breakdowns.



- ❖ **Social amplification:** We continued to promote our expertise, reinforcing the ‘don’t let a breakdown ruin your Easter’ message via recurring social amplification.

Green Flag @GreenFlagUK · Mar 30
 For inspiration of where to escape to this Easter, our Great British Drives is a must read blog.greenflag.com/?s=great+briti...

Green Flag @GreenFlagUK · Mar 31
 Avoid a bank holiday breakdown with these simple car checks blog.greenflag.com/2014/avoid-ban...

Green Flag @GreenFlagUK · Apr 6
 Spring has sprung & now's the time to give your car some post-winter TLC with these six tips blog.greenflag.com/2015/car-sprin...

Green Flag @GreenFlagUK · Apr 14
 The sun is shining. Time to hit the road & take a Great British drive. Ever been to Anglesey? blog.greenflag.com/2015/great-bri...

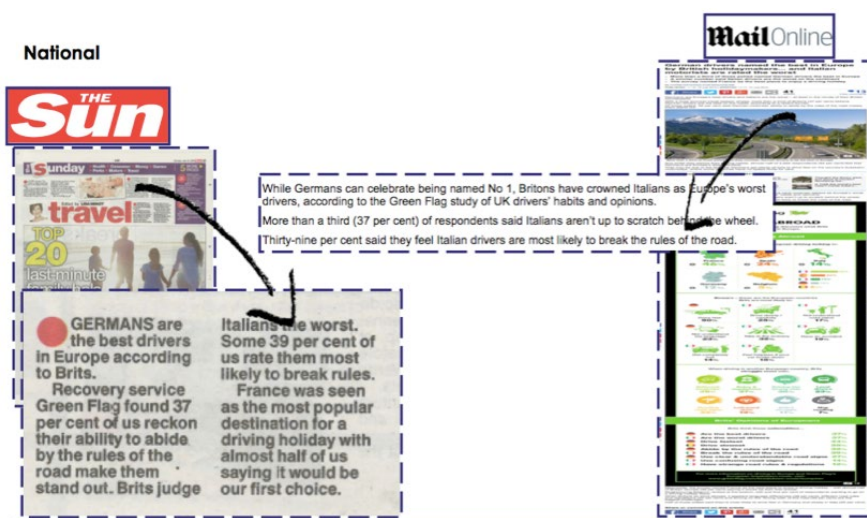
Summer campaign

With over two million Brits travelling abroad for the August Bank Holiday, we seized the opportunity to promote our European breakdown cover.

Recognising a strong media interest in alternative holiday stories during the summer months, we harnessed that insight to conduct a survey of 2,000 Brits. The results revealed views on the best and worst European drivers, favourite holiday destinations and frustrations travelling abroad.

The findings were shared through informative and comedic pieces of content, including:

- ❖ A press release detailing the most newsworthy angles;
- ❖ A series of infographics that brought the research to life and covered key hits/tips, such as useful phrases and top scenic routes. This content was sold into traditional media.



As these example clippings show, the unique content was quickly picked up by the media and the infographic helped make the content even more compelling.



The infographics and releases alone generated reach of 245,871,046 and ROI of 40:1.

The findings/infographics were also shared via Twitter, driving viewers back to Green Flag's website, generating 200,000 impressions and an engagement rate of 11.5% vs norm of 4% (source: Mediacom).

Talk like a local – useful driving phrases

How long will it take to get to...?
Combien de temps faut-il pour aller à...?

For more information on driving in Europe and Green Flag's European breakdown cover, visit:
www.greenflag.com/breakdown-cover/european



Green Flag @GreenFlagUK

See the best of Italy with this scenic drive

<http://bit.ly/1JnUnzG>

pic.twitter.com/mkHIPJDJLJ

Green Flag @GreenFlagUK
Heading to Belgium? Make sure you check this handy guide out <http://bit.ly/1MSEpCn>
pic.twitter.com/dnZP2UWSIR

Promote your Tweet
Your Tweet has 1 total link click so far.

Impressions	753
Total engagements	15
Media engagements	9
Detail expands	4
Link clicks	1
Profile clicks	1

Engaging shortform videos

Building on our hugely successful Easter videos, we created a series of short videos that played out recognisable holiday 'moments' as analogies for different breakdown causes.

We promoted two of the three videos via Facebook – receiving almost 200,000 views, a reach of 401,799, average completion rate of 68.7% - and the best-performing video cost just £0.004 per view (vs the Facebook financial services benchmark of 2 pence!). The videos were also adapted for use in TubeMogul.

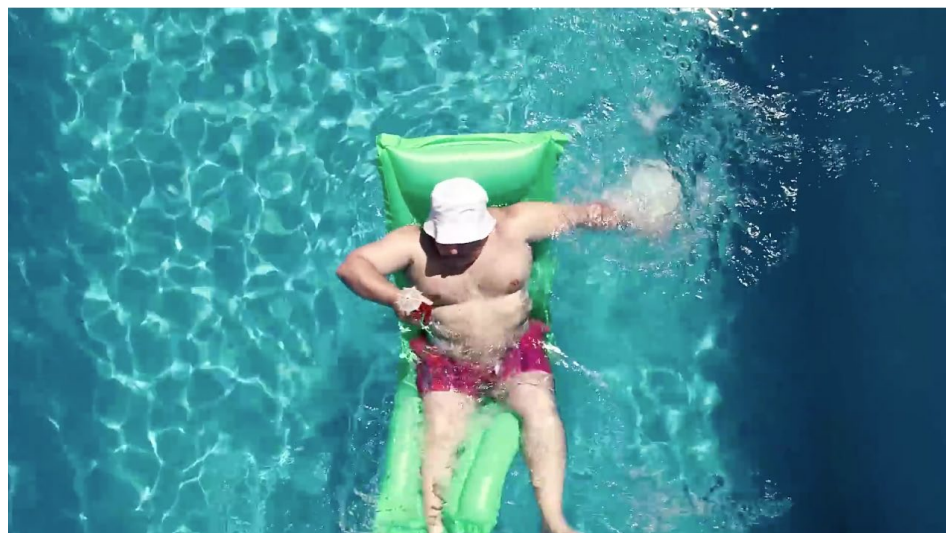
Don't let a flat battery get between you and a good time this bank holiday weekend

- ❖ 105,301 views
- ❖ £0.004 per view!
- ❖ 74.83% avg. video viewed



Green Flag - Don't let a puncture spoil your holiday

- ❖ 91,059 views
- ❖ £0.01 per view
- ❖ 61.52% avg. video viewed



Results

Not only did our campaign achieve what we hoped for, it exceeded expectations by smashing objectives across the board.

Easter campaign

Our Easter campaign generated:

- ❖ 3,278,578 impressions on Facebook.
- ❖ 1,983,702 views on Facebook.
- ❖ 16,332 organic views across social media.
- ❖ Cost per view at an unbelievable £0.01 with paid promotion, and some even lower.
- ❖ The best performing videos to date of any promoted video content across the whole of Direct Line Group.

Summer campaign

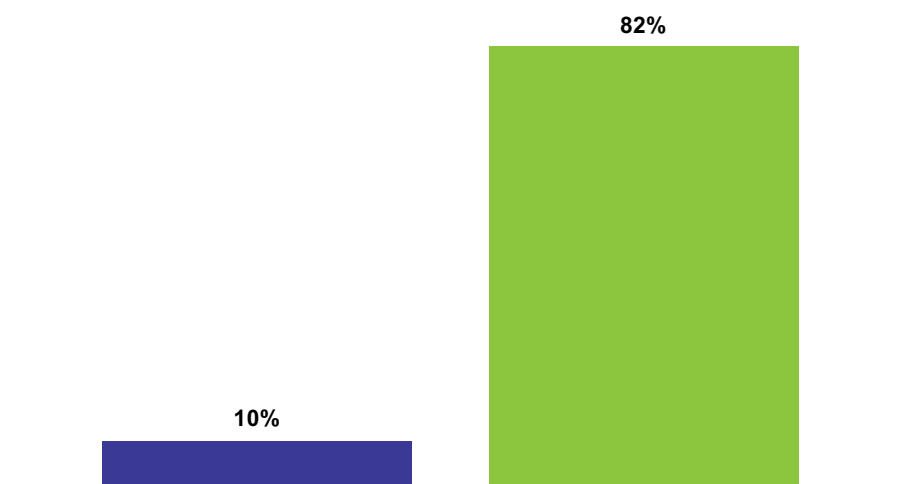
Video

- ❖ 1.15M views.
- ❖ 82% completion.
- ❖ 0.007 pence average cost per click across our two promoted videos (vs the Facebook financial services norm of 2 pence).
- ❖ 6,145 clicks.
- ❖ 900K reach across social media for all three videos.

Summer Campaign Completion: Green Flag vs. Benchmark

■ Facebook Financial Services Benchmark ■ Green Flag

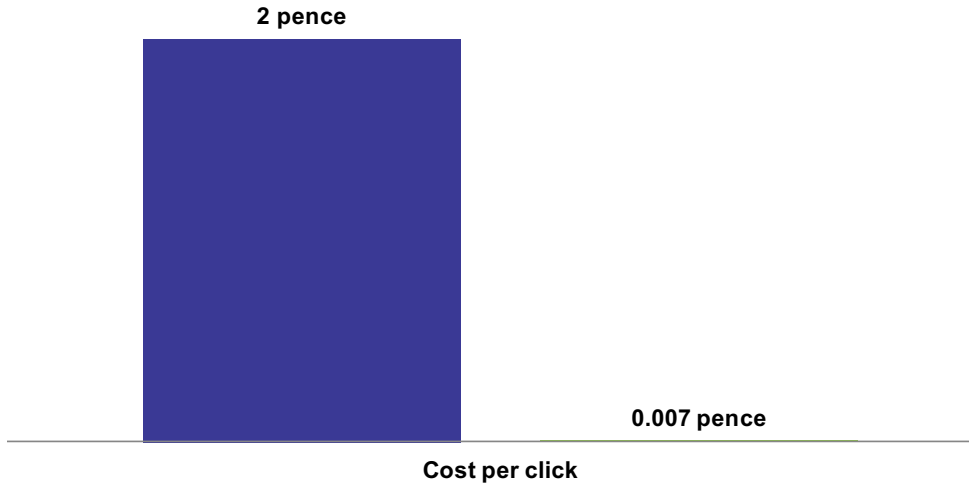
This graph shows the completion rates for Green Flag's summer campaign compared to the Facebook norm for Financial Services. It shows a 72 percentage point difference.



Summer Campaign Cost Per Click: Green Flag vs. Benchmark

■ Facebook Financial Services Benchmark ■ Green Flag

This graph shows that the average cost per click for Green Flag's summer campaign was 1.993 pence lower than the Facebook norm for Financial Services.



PR

- ❖ 62 pieces of coverage generated with a reach of 246 million and ROI of 40:1.

Business impact

Our summer campaign alone delivered:

- ❖ +4.5% vs 2014 sales growth.
- ❖ +200% short-term cover growth.
- ❖ +7% annual cover growth.

Improving brand perceptions

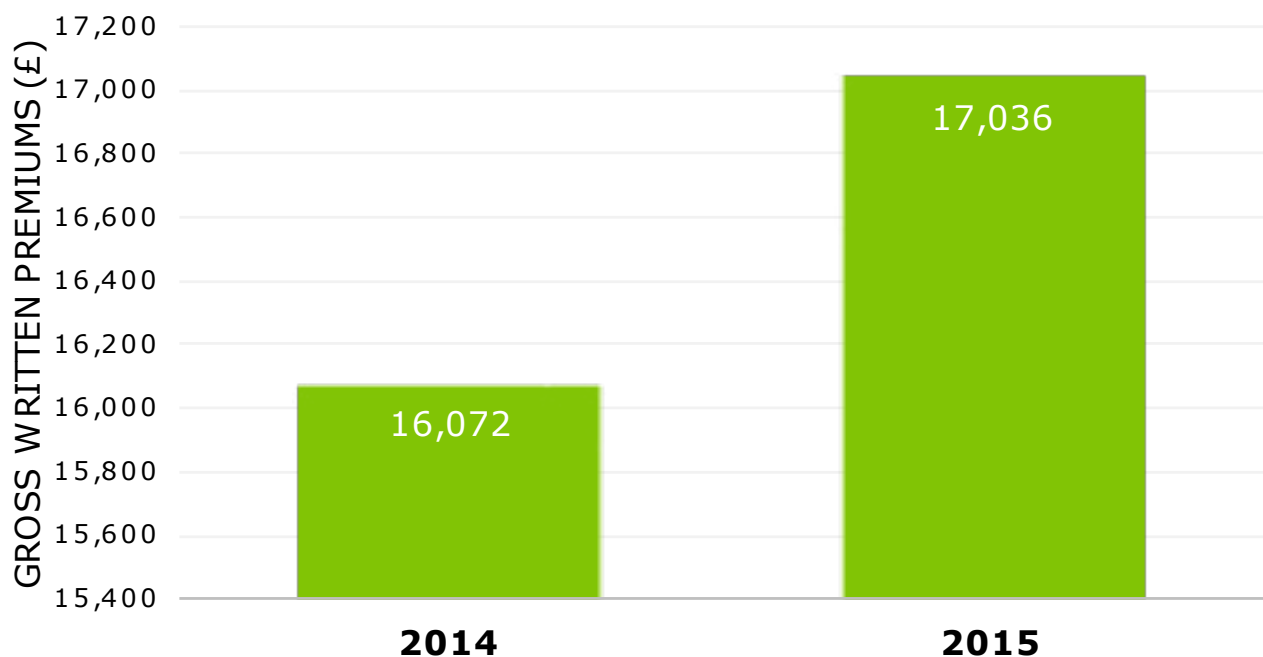
- ❖ 'Has expert mechanics' criteria increased 5%.
- ❖ 66% now perceive us a credible breakdown provider.

Stealing share-of-voice

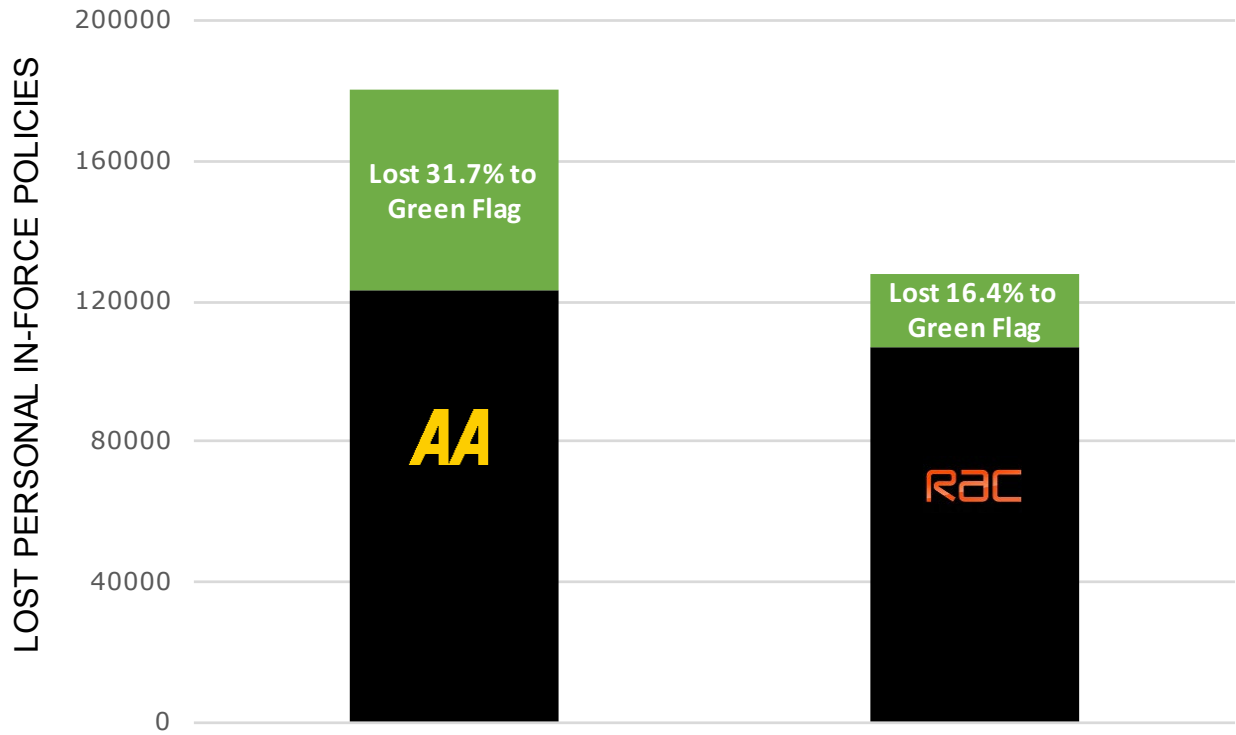
- ❖ For the first time, our share-of-voice overtook the AA and RAC, doubling from 9% to 18%!

Smashing our objectives

- ❖ Despite a fiercely competitive marketplace, our campaign has driven growth and seen Gross Written Premiums increase by 6% YOY in 2015 (despite a 28% reduction in media-spend).



Ultimately, despite all the odds, we've stolen market-share from the AA and RAC for the first time in our history.



TOTAL WORD COUNT: 1,245