



Brands with heart: Leveraging case studies for maximum impact

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A woman with long blonde hair, wearing a black top and a lanyard, is speaking into a microphone. She is standing in front of a red backdrop with the words 'Remark(able)' and 'distract' visible. The backdrop also features the tagline 'Put your audience to work' and a star icon.

Remark(able)

Put your audience to work

Stephanie Henderson

Senior Account Manager

- One of the fastest-growing Advertising Agencies in the East Midlands.
- Three-times winner of Lincolnshire's 'Best Digital Marketing Campaign'.
- Finalist for "Best Paid Social Media Campaign" at the UK Biddable Media Awards.
- Working with national and local brands.

A case study supported by Search Engine Watch showed that storytelling boosted conversions by up to 30%

**An estimated 14.2m people in
the UK volunteered through a
group, club or organisation in
2021/22.**



**This means that your industry
represents 3% of the UK
economy!**



What do all organisations that use volunteers have in common?

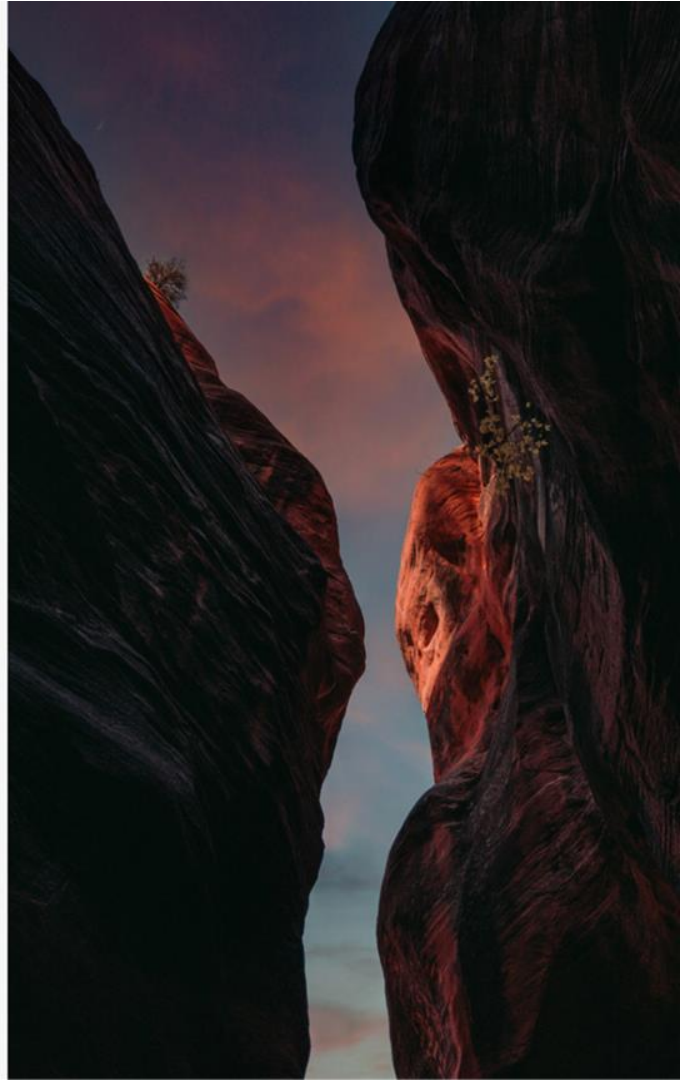
People

And why we need to focus on them



You've all heard the old saying...

People buy from people



In the year 2000,
we were just children.

And, unsurprisingly, had
no interest in banking.



But, also in the year
2000, **one bank** would
do something that would
make us take notice.



Howard Brown changed the way that banks (and other organisations) would advertise...

for years to come!



He was, quite literally,
everywhere! **A national
phenomenom.**



Suddenly, every product or company could have a relatable face, a **brand ambassador**.



Barry Scott was another example so popular, that after being shelved, he was brought back just 4 years later.

Cillit Bang brings backs Barry Scott for £5m push

Reckitt Benckiser is launching a £5m push for its Cillit Bang cleaning brand today (19 November) that brings a return for brand ambassador Barry Scott to its TV ads after a four-year hiatus.



And, if Howard Brown and Barry Scott were the old "influencers".

These are the modern day influencers.



kyliejenner

Following

775k likes

24w

kyliejenner #ad using @fittea before my shoots is my favorite 🍵

view all 37,063 comments

hala_aldisi خلف زون 🍵🍵

hala_aldisi @shahdoo16 🍵🍵

_maittha @fares_12314 🍵

noahgalloway1983 Write this on 7 posts or your mom will die tomorrow.

noahgalloway1983 This is not fake write this in 15 pictures and you will be missed tomorrow. Break this chain and you will see a demon in 53 minutes

kumru_xxix @halawiteten

sydneyjordan24 if you stop reading this you might die my name is Teresa fildago if you don't post this on 20 photos I will sleep with you forever one girl ignored this and 29 days later her mom died don't believe this Google it

♥ Add a comment...

...

QUESTION

But, why do we dislike the Kardashians for being influencers, but love Howard and Barry?

Selective Influence.





KEY POINT

**You don't need
to be a huge brand
to have people love you**

A photograph of a forest path in autumn. The path is covered in fallen leaves, and sunlight filters through the trees, creating a warm, golden glow. The text is overlaid on the image.

With the right people.
This theory can work for any industry

How can this theory be applied to you?

At the heart of every volunteer led organisation is people! All of these people will have a story, and it is these stories that make your brand

Identify people

Encourage sharing of stories

Keep record of the stories

Repurpose, repurpose, repurpose



Planning & Strategy

Understanding your goals & objectives, preferred demographics, budget and any restrictions to who we can work with. Signing off a strategy against our overall campaign for precision.



Campaign Optimisation

Ensuring that ongoing optimisations are made so that the campaign maximises ROAS and aims to constantly achieve scalable results



Engagement & Management

Creating ongoing relationships with partners that generate results that meet the pre agreed KPI's creating long term ambassadors for the brand



Campaign Delivery

Providing quality and stage management throughout the entire process to ensure that the campaign is delivered as agreed

Making sure your case study has direction

| Knowing what content you want to achieve is vital for this

Identify Individual

- Think about people within your organisation
- What is their motivation for volunteering? Or what products/services have they accessed.
- Can this be linked to an upcoming event/general awareness?

Plan Questions

- It's really important to consider the end result, you don't want a 10 minute long video, or a feature length novel.
- Ask leading questions
- Don't be afraid to offer direction and run through again

Plan Content

- Long form videos
- Short form
- E-shots
- Photography
- Blogs
- Print
- Youtube
- TikTok
- Reels
- The possibilities are endless

| **Now your turn...**

Identify Individual

Plan Questions

Plan Content

Case study

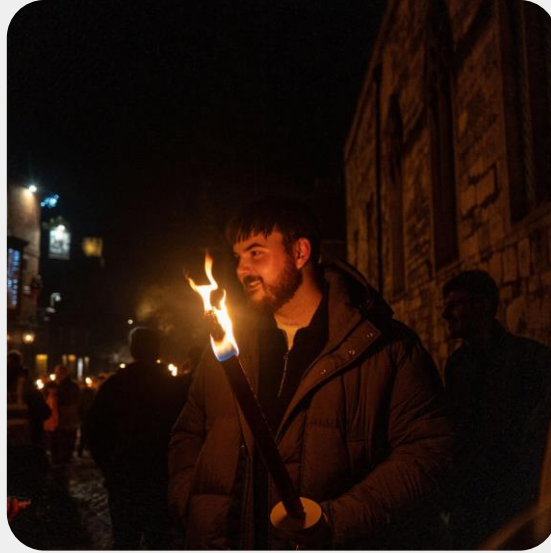
Light up a Life



The Brief

The main criteria for this campaign were to increase traffic to St Barnabas Hospice, Dedicate a Light page through emotive storytelling and to see an uplift in ticket sales from the previous year for the Torchlight Procession, resulting in more funds raised for the hospice.

We also aimed to help the hospice engage with the local community and create a buzz around the event through mixed-media PR.





Approach

We took a multi-channel approach to reach new and old audiences. We used a combination of the St Barnabas Google grant account (where Google provides up to \$10,000/month in 'free' ad spend as St Barnabas is a charity) and Facebook ads.

Our in-house design team created a bank of assets, including a promotional reel featuring actor and television presenter Warwick Davis, who has been a patron of the hospice since 2017. Using a combination of reels, infeed videos, carousels and posters, we launched a £1,200 multi-asset Facebook campaign.

**It all started with an
interview...**



"This Christmas will be the first without my mum, but it warms my heart to know that we can still celebrate her life thanks to 'Light Up a Life', and that one of the symbolic lights on the tree will be shining brightly for her."

Finn Dillon is remembering his mum, Philly, who sadly died earlier this year under the care of St Barnabas, this Christmas with 'Light up a Life'. ✨

Light Up a Life is the perfect way to remember a loved one this Christmas, which can be a very diff... See more



Boost this post to reach up to 8924 more people daily if you spend £126. [Boost post](#)

5.9K 94 comments 88 shares

Like Comment Share

114.9K	5.9K	94	86
Reach	Reactions	Comments	Shares

Emotive

Response

Using people as the angle for this post rather than a straight up 'donate or 'come to our event' led to a 95X uplift in engagement.

95X
Engagement

Focusing on key people



Teasers

(once you have a back catalog of footage)



The main event





Micro content



Using emails in your CRM to maximum effect is essential for campaign success

This is where your engaged audience are
guaranteed to be.



Our results for Light up a Life 2024 :

One case study to carry the user through a journey.

247,913

People reached in Lincolnshire

1700

Attendees
On the night

53%

Year on year
increase

£63K

Raised to support end of
life care in Lincolnshire

Platforms that drive results



TikTok



TikTok Shop



Instagram



Facebook



Snapchat



Bing



Google



Google Shopping

| Based on this...would you change your plan?

Identify Individual

Plan Questions

Plan Content

You don't need all of the gear...just get started

◀ Back to results



Qhot Wireless Microphones for iPhone iPad, [Lightning], Clip on Lapel Lavalier Bluetooth Microphone for Video Recording, PC, Laptop, Live Streaming (iOS&USB-C/2Mic)

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4.2 ★★★★★ 1,533 ratings

Amazon's Choice for "bluetooth lapel microphone"

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-15% £25.48

RRP: £29.99

✓ **prime** One-Day

FREE Returns

Exclusive Prime price

Voucher: Apply 10% voucher [Shop items](#) | [Terms](#)

Save up to 11% with business pricing. Sign up for a free Amazon Business account

Size Name: **IOS&USB-C/2 Mic**

2 VIDEOS

Roll over image to zoom in



My top tips and ~~takeaways~~

1. Diversify with Multimedia: Convert case studies into videos, infographics, or podcasts for broader audience engagement.
2. Tailor for Platforms: Customize content for each platform – snippets for Twitter, long format for LinkedIn, and full stories for blogs.
3. Email Engagement: Utilise case studies for compelling email content, driving traffic with engaging subject lines and story links.
4. Credibility Boost: Incorporate quotes and testimonials across marketing collateral, enhancing brand credibility.
5. Educational Content: Use case study insights to create educational resources like whitepapers and webinars, establishing thought leadership.

Thank you



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