

I CAR HIRE INSURANCE

PRODUCT REVIEWS



THE PROJECT

The client engaged us to increase brand awareness amongst their travel-loving target audience. As an insurance brand, they did not have a product that could be easily given away to bloggers, so we had to think outside the box and came up with a giveaway campaign to engage influential travel bloggers and their readers.

We partnered with 3 UK travel blogs who shared their travel tips – including mentions of the client’s offerings – and ran a giveaway for a Tomtom Sat Nav.

We selected bloggers based on criteria including social reach, reader engagement and domain authority.

This campaign led to increased brand exposure, including a significant increase in both Twitter followers and Twitter engagement.

THE AIM

To introduce iCarHireInsurance’s product to an audience interested in travel and to generate high-quality links. We worked with influential, UK-based bloggers to create a natural, mixed link profile for the client whilst increasing awareness of the brand within each blogger’s audience.

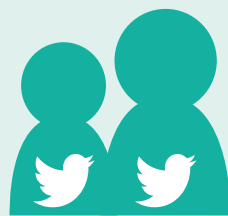
THE RESULTS

The giveaways resulted in increased social engagement and high-quality links for the iCarHireInsurance brand.



32,699

Combined social reach
of the influencers we
worked with



73%

Increase
increase in Twitter
followers for @
ICarHire during the
campaign period



4

High quality links
up to Domain
Authority 45



1,438

Twitter mentions
for @ICarHire during
the campaign period