

CAR INSURANCE

PRODUCT REVIEWS



THE PROJECT

As an insurance brand, this client didn't have a product or service that could be easily sampled by bloggers.

We had to think creatively and decided to create a piece of content for the client's UK and US websites that would engage bloggers and give them something appealing to share and link to.

We created a series of printable, travel-themed games for children to play in the car, and sent them out to 16 parenting bloggers as part of an in-car entertainment pack.

THE AIM

To generate high-quality links and to increase brand awareness by partnering with influential bloggers for a series of reviews.

THE RESULTS

The giveaways generated a high volume of quality links and a significant increase in Twitter followers for the brand's UK Twitter account.



565,872

Combined social reach
of the influencers we
worked with



92

Comments
on blog posts related to
the campaign



42

High quality links
built, with average
Domain Authority 36



92

Comments
on blog posts related to
the campaign