

COSYWOOL

SPONSORED CONTENT



COSYWOOL

THE KNITTER'S EMPORIUM

THE PROJECT

This yarn retailer was rebranding as “the home of vacuum packed wool” and needed our help to push awareness of their innovative vacuum-packaging. To highlight the many benefits such as letterbox-friendly delivery, we sent a vac-packed yarn sample to 5 influential knitting and crochet bloggers and sponsored them to write an article promoting this delivery service from Cosywool.

THE AIM

To increase brand awareness for Cosywool and to generate natural, high-quality and relevant links.

THE RESULTS

With its unique angle, the competition resulted in a particularly high engagement rate, and led to a variety of natural links and social media mentions for the Cosywool brand.



Sponsored posts
appearing prominently
in search results for
relevant keywords



155
Direct referrals
from the 5 articles
published



105
Pins
of the sponsored blog
posts