

PRIDE AWARDS 2017

Category: Consumer Relations Campaign

Company: Jaywing PR

Entry title: Insurance2go - To upgrade or not to upgrade?

Brief and objectives:

Jaywing PR has worked with Insurance2go since 2013. Our 2016/17 objectives were:

- Increase organic sales of smartphone insurance products, primarily iPhone insurance
- Increase organic search visibility of smartphone insurance products by gaining online coverage and followed links back to the website
- Increase organic traffic for smartphone insurance products
- A secondary objective of raising brand awareness was also considered as we planned our activity, focusing in particular on people already thinking about smartphone insurance. However, the campaign was designed primarily to impact on sales. Our planning therefore focused on the crucial objective of achieving online coverage which would improve Search Engine Results Page (SERP) rankings for key phrases. Searches for these phrases are warm and much more likely to convert to sales.

Rationale behind campaign, including research and planning:

With the launch of the iPhone 7 approaching, we knew we needed to capitalise on this key industry event and build a campaign that could cut through the media noise often associated with Apple launches.

People historically queue for days to get hold of new products and most Apple launches tend to be extensively covered in both national and tech media. Combine this with the notoriously brand-loyal, typical Apple consumer, and it is often seen as a given that any new Apple handset release is going to be wildly popular and commercially successful. We wanted to see if this was actually the case and true of the typical British consumer - were we different?

With a very small budget and tight turnaround time, we decided to execute a simple campaign that would reveal public mood and sentiment towards the launch of the new iPhone 7. With all the hype surrounding the handset and its new features, were people actually going to buy it?

We asked the general public if they were planning to upgrade to the new iPhone 7. The yes:no split was relatively even, coming out at almost 50:50. However, this was enough of a news hook to combat the 'cult of Apple' assumptions that the new phone was going to be a runaway success, and that perhaps not everyone was desperate to upgrade.

Phase one of the campaign was so successful that we decided to roll out a similar campaign for the launch of the Samsung Galaxy S8 (another success). As such, this tactic has become

a mainstay in our PR tool kit, and is something that we will be repeating for every new iPhone and Samsung phone launch - as long as it continues to deliver such tangible results

Strategy and tactics, including creativity and innovation:

Due to having a minimal budget, we had to be innovative and economical with how we spent it. Therefore we ensured that the content we created could be tailored and reused multiple times. We not only went out with the story around the time of the new handsets unveiling, but we also went out with the same story when the new handset eventually went on sale, enabling us to be very savvy with our resource and secure more coverage and links for the same press release.

Months ahead of the iPhone 7 launch we also created specific product pages onsite, content to target the iPhone 7 search terms and we also blogged about rumoured iPhone 7 features to build up a relevant theme on site.

Ensuring we were linking to these specific pages (that were full of interesting, valuable content that wasn't too sales focused) in the coverage we secured, not only drove traffic and direct sales, but would also help to increase the ranking of these specific pages within the search engine results. This in turn would drive sales as a result of increased visibility for the key terms.

Both increased media coverage and search visibility maximised exposure for our client during the critical time period around the iPhone launch.

Implementation of tactics:

This activity was spread across three months, from the announcement of the new handset in July 2016 to approximately two weeks after the release of the handset on September 16th, 2016:

- Created onsite iPhone 7 product & blog content to build up relevance, and provide something credible to link back to
- Canvased public opinion
- Drafted media materials based on research data
- Promoted press release just before and during the first announcement of the handset
- Continued promotion when any new rumoured features were leaked
- Promoted again during the actual release of the handset

Measurement and evaluation:

Project KPIs:

- Generate six pieces of media coverage
- Drive four high authority followed links back to Insurance2go.co.uk
- Actual results: Press coverage: 113 pieces. With key coverage across multiple key media niches such as BuzzFeed, The Mirror, fortune.com and Money Saving Expert 51 pieces of coverage included a followed link (Followed links are very different from regular links as they directly contribute to improving a websites search visibility, and as such are even harder to get than standard non-linking coverage. Therefore this was a huge result for the client.)

Exceeded coverage and linking targets by approximately 1030%

TOTAL links and coverage: 113

Increased organic search results positioning:

- Insurance2go continues to rank number 1 for the search term iPhone 7 insurance (up from 5th position) ranking higher than money.co.uk, moneysupermarket.com and even apple.com
- Insurance2go ranks highly for general iPhone insurance

Website visits/Increased traffic:

iPhone 7 traffic up 517% on the same period for the previous year.

Conversions/Sales:

iPhone 7 sales up 557% on the same period for the previous year.

Budget and cost effectiveness:

All PR was carried out as part of the monthly retainer.