

Reach Solutions

Bristol BID | Customer Case Study

www.bristolcitycentrebid.co.uk

**Reach
Solutions**



CAMPAIGN OVERVIEW

Reach Solutions and its regional newsbrands recently partnered with **Bristol BID** to run an integrated campaign across multiple platforms in the **South West**, including websites, mobile apps, social channels and newspaper titles.

Bristol BID's **primary objective** was to drive sales and footfall to Bristol Shopping Quarter over the Easter period. Bristol BID also wanted to raise **brand awareness** by inspiring new and existing customers.

Industry: Local Authority & Business Community

Marketing Objectives:

- To drive sales and footfall
- To identify and attract new key markets
- To inform and educate the public

Campaign Schedule: March - April

Target Locations: Bristol | Bath | Somerset | Gloucestershire

Target Audiences:

- Families
- Students



SOLUTION & RESULTS

We used our suite of commercial products, driven by our unrivalled reach, to meet the client's needs and objectives. The campaign proposal included the following elements:

Digital Display Advertising | Delivering optimised impressions across the Reach regional websites. The client also took advantage of our 'cross network' opportunities to access more than 40 local newsbrand websites right across the UK.

Sponsored Editorial Content | Running across multiple websites and print titles, and tailored by our editorial team to secure interest in the campaign and build brand awareness. This content was also shared across our newsbrand social channels to engage users and stimulate conversation.

Social Media Advertising | Targeted at the most relevant audiences on Facebook and designed to drive traffic directly to the client's website.

Print Advertising | With eye-catching adverts appearing in our portfolio of award-winning daily and weekly newspapers. This benefitted the client by aligning their business with our long-standing, highly-trusted print titles.



DIGITAL

6 Weeks Time Frame
513,074 Impressions
1,063 Clicks
1.46% CTR



CONTENT MARKETING

7,554 Users
9,613 Page Views
00:42 Engaged Time



SOCIAL MEDIA

10,161 Clicks
263 Responses
144,297 Reach
6 Shares



PRINT

80,000 Readership
430,000 Impacts

SOLUTION & RESULTS

Campaign Component	Total Clicks/Engagement
Digital Adverts	1,063
Sponsored Competition	10,161
Content Marketing	9,613
Print Adverts	430,000



Overall the campaign was highly successful, generating a total of **1,063** clicks on the digital adverts. The sponsored competition generated **263** responses and was shared **6** times, and the advertorial online generated over **9,000** page views.

Therefore the campaign not only **raised awareness** of the Bristol Shopping Quarter, but also sparked a reaction amongst consumers, encouraged them to **share** the content in their social spheres and generated a number of clicks, subsequently, leading to **footfall**. Therefore, we consider the campaign **goal achieved**.

“ We have worked with Reach Solutions for a long time now and I’m always really pleased with the results of our campaigns. This particular campaign **exceeded** my **expectations** in terms of both **reach** and execution. Our campaign aim was **achieved** and the great results were a bonus. ”

Simon Hurst
Destination Bristol

“ Myself and the guys at Bristol BID have an **invaluable** relationship. The feedback I received from the client was **overwhelmingly positive** and they have already indicated that they are looking forward to working with us in the **future**. In fact, we’re already planning their next campaign. ”

Maria Keirl
Digital Account Manager | Reach Solutions

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