

Feefo PR Case Study



Brief

More than 3,500 businesses have come to rely on the power of the Feefo platform to connect with their customers.

Working with Whiteoaks, the campaign objective was to raise awareness of the Feefo brand and how it helps organisations benefit from trustworthy customer insights.

The strategy that Whiteoaks created in response to the brief had three elements:

- Positioning Feefo as an industry expert
- Establishing Feefo as a thought leader
- Enhancing Feefo's corporate profile



Approach

Whiteoaks' campaign was jointly focussed on increasing Feefo's corporate profile and fuelling demand generation. Whiteoaks led two major research projects.

The first concentrated on consumer attitudes towards online reviews.

Following widespread media coverage, including several articles with single or multiple links to the Feefo website, Whiteoaks considered other tactics to help further promote the findings.

As a result, a roundtable discussion event was held in London, with a high-profile panel of experts including representatives from the British Standards Institution, the Direct Marketing Association and a leading London law firm, alongside Feefo.

The event attracted seven top tier media attendees including journalists from *The Sunday Times*, *The Financial Times* and the *BBC*.

Ongoing activity included a comprehensive programme of thought leadership articles, blogs and a series of media briefings with journalists from publications including the *BBC* and *Independent*.



Client
Feefo

Project
PR profiling

Industry
Online Reviews

Headline Results

Increased Feefo's share of voice by 100%

PR campaign reach risen from 59 million in 2016 to 248 million in 2017 – increase of 320%

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Results

Whiteoaks helped Feefo achieve a stream of strong thought leadership content, maintaining regular visibility in the media. Media outlets are more regularly including links to Feefo's website to improve traffic and conversion rates.

There is measurable growing media interest in Feefo as a brand and its leadership team from the likes of the BBC, while the campaign has increased the profile of Feefo in vertical media such as retail, automotive and financial services.

Highlights include:

- Between March 2017 and February 2018, Whiteoaks helped to increased Feefo's share of voice in the media by 100%
- Feefo's PR campaign reach has risen from 59 million in 2016 to 248 million in 2017, an increase of 320%
- Advertising value equivalent has increased by 320% in 2017 compared with 2016

"Whiteoaks has been an excellent agency to help us increase brand awareness and position the business as an industry expert. The team has demonstrated a clear understanding of our target market and how PR can be used to raise our profile amongst prospective clients. We have been particularly pleased by their ability to demonstrate the ROI in PR with tangible metrics and KPIs which align with our wider marketing and sales strategies."

Cat Lenheim, Head of PR, Feefo



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