

## Case Study: No Pork Pies / Noble Caledonia

**Noble Caledonia, an award-winning provider of cruise-ship holidays, is a long-term client of social media agency No Pork Pies. The agency used Brandwatch to conduct research across social media and determine the best way for Noble Caledonia to engage with their target audience online.**

### What challenge did the brand face?

Noble Caledonia needed to understand the online behavioral traits of people finding, researching and booking small-ship cruise holidays. This information would then form the basis for a campaign to attract and engage these customers.

It is a very specific sector and, with the target audience generally falling in the over 60s age group, this online community is characterized by certain web habits and tend only to be comfortable with sites they are familiar with. This presented No Pork Pies with a real challenge to find the right people and determine how to earn their trust and attention.

### How did Brandwatch help?

Brandwatch offered No Pork Pies the ability to create extremely detailed search-strings based on specific keywords in order to ensure the data returned was refined and of high quality. The capability Brandwatch provides in combining various sophisticated filters also meant irrelevant data could easily be excluded, resulting in a highly targeted group of individuals and sites with which to work from.

Using these features, No Pork Pies were able to identify what was being said by the target audience and develop a picture of what they really wanted. These findings were then used to inform their strategy and also helped them detect the sites which would be targeted when launching the project, ensuring the correct demographic were reached.

### What was the outcome?

It was already known that the lead time on an expensive holiday was long but the insights gathered clarified what sort of things people looked for and how they engage to get it, e.g. forums, blogs, videos etc. This helped No Pork Pies decide on the appropriate mediums to use for the campaign.

The outcome was the development of a community website for Noble Caledonia. Following the analysis No Pork Pies teamed up with Creative agency Wild Dog Design to create a community for Noble Caledonia - [travelpost.noble-caledonia.co.uk](http://travelpost.noble-caledonia.co.uk). Brandwatch is now being used on a regular basis to gather information for article creation and on-going engagement, as well as success metrics for monthly reporting.

Adam Lee, No Pork Pies:

*“When evaluating tools we wanted one that could cover three areas - Initial Research, Ongoing Monitoring and Monthly Reporting. We ran a trial on all the big players: Radian 6, Alterian SM2 and so on. We compared the tools on the following areas: how easy it is to collect and analyse large amounts of data for research; ease-of-use for engagement and data-export ability for reporting.*

*We chose Brandwatch due to its simplicity in these areas, as well as the high quality of data that we were presented with. We've been extremely happy working with the tool and impressed how it has evolved over the three years we have been using it.”*