

Case Study/ Gumtree

Using social intelligence
to add value to TV
sponsorship





At a Glance/ Gumtree

Background

Celebrity Big Brother

Celebrity Big Brother has been on our screens since 2001 as a spin off of the reality game show Big Brother. The series is the biggest show in Channel 5's winter schedule.

Gumtree

Gumtree is the UK's leading classifieds website and one of the top 30 websites in the UK. Part of the eBay group, Gumtree attracts over 15 million unique monthly visitors – nearly one in five adults online in the UK.

myclever™ Agency

myclever™ Agency is a social media agency that works with global brands, including Nikon, Seagate and Red Bull, to connect them to their audiences through social media. Their core ethos is that exceptional marketing is driven by human insight.

Combining talented graphic designers, diligent web developers, experienced community managers and social experts in-house, myclever™ Agency invests in an agile creative process that delivers progressive campaigns and brand experiences.

Key Results

- Drove 15,000 entries across various competitions
- Created 80,000 referrals to Gumtree's website
- Average Cost Per Website Click 25% lower than the industry standard



The Story/ Celebrity Big Brother

The Goal

With an average audience of over 3.09 million viewers per show, 2015's series of Celebrity Big Brother was the highest-rated series on Channel 5 to date.

Featuring 15 celebrities (including UK household names and American stars), the show presented an unmissable opportunity for sponsor Gumtree to significantly increase brand awareness by reaching a highly engaged audience of fans, 'super-fans', celebrity connections and bloggers.

For myclever™ Agency, the intention was to make Gumtree the biggest personality around the show. To do this, they maximised the exposure of Gumtree's brand across an integrated campaign that featured television sponsorship idents, on-brand blog posts that leveraged specialist influencers, and relevant content on every social media platform Gumtree had a community on.

The Challenge

Gumtree wanted to revolutionise their brand perception by engaging a young and socially active audience.

How could Gumtree make the most of this chance to get involved with their audience, the majority of whom were carrying out their conversations about both the show and the brand across social media platforms like Twitter, Facebook and Vine?

The sheer volume of word-of-mouth mentions took place around the clock but especially during the daily shows from 9pm and extending into the immediate repeat on Channel 5 +1. Mentions of Celebrity Big Brother and Gumtree's sponsorship occurred all hours of the day and night, each one presenting an opportunity to engage with potential and existing Gumtree customers.

The Solution

Gumtree assumed the role of a superfan of the show, tailoring their website, social skins and blog content to demonstrate their sponsorship of and enthusiasm towards Celebrity Big Brother.

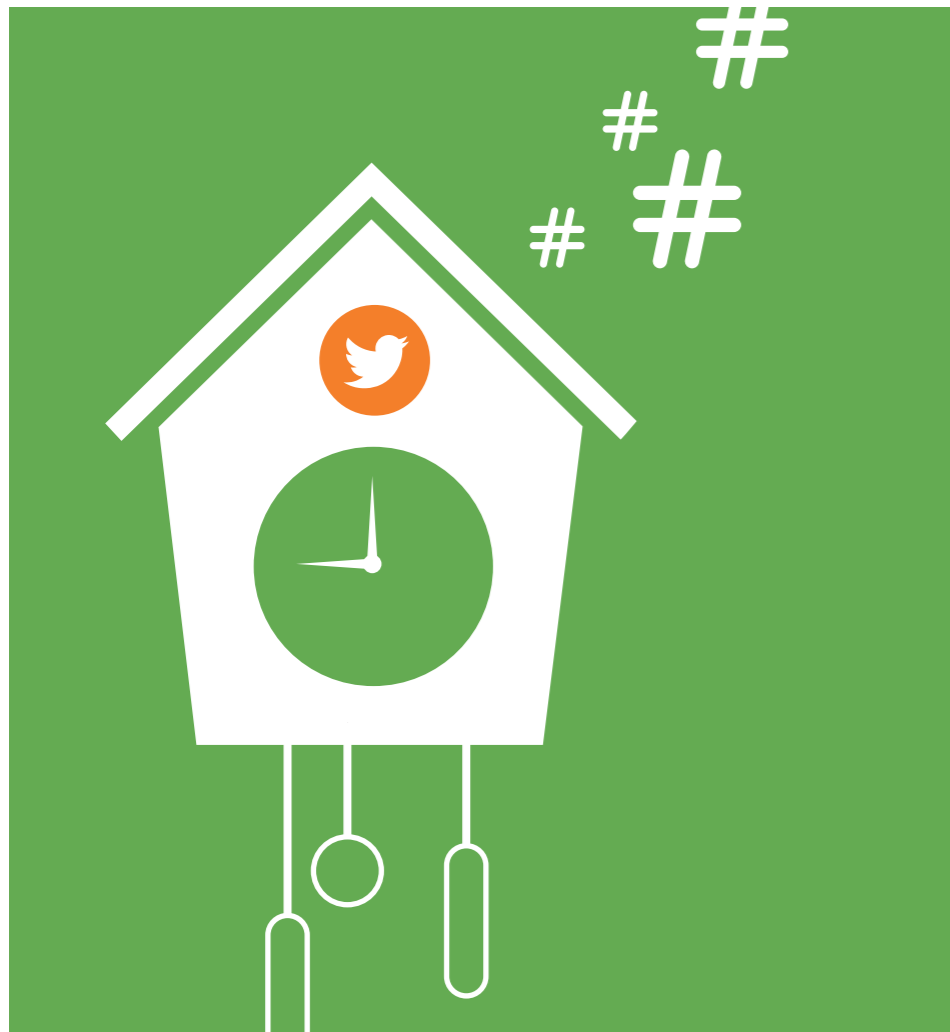
A combination of regular out-of-hours community management and extensive social listening allowed myclever™ Agency to keep up to date and interacting with not only Gumtree's active audience but also the millions of people discussing Celebrity Big Brother online.

By setting up extremely granular Queries in Brandwatch Analytics, myclever™ Agency was able to dissect conversations to analyse which housemates were receiving the most mentions each minute, using the filters available in the Brandwatch Analytics dashboard to split the conversations into negative and positive sentiment.

By reaching out to influential bloggers and verified Twitter accounts, myclever™ Agency was able to capitalise on the branded activity, such as furnishing the Big Brother House with Gumtree user's furniture and selling items from the house to raise money for homelessness charity Crisis UK.

Using social intelligence to join conversations and create unique content/

myclever™ Agency shared **Gumtree's** determination to present the brand as the true stars of Celebrity Big Brother, by promoting the various ways Gumtree had shaped the series.



Real Time Monitoring

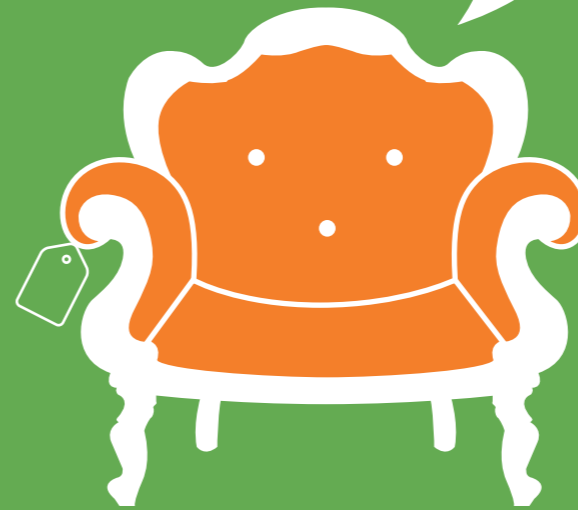
With so many people tuning in and watching the show, there were thousands of conversations waiting to be leveraged to increase brand awareness and alter perceptions of Gumtree.

Brandwatch Analytics were ideal for cutting through the sheer volume of tweets to discover those that referred to the specific topics that applied to Gumtree's brand.

"Listening to the Twittersverse is a great way for Gumtree to help connect buyers and sellers. myclever™ Agency leave no stone unturned to extend our reach, spread some love, and to bring people to the site."

Sam Diamond, Head Of Brand, Gumtree

By reaching out to influential bloggers myclever™ Agency was able to capitalise on the branded activity



Outreach

By keeping track of a wide range of specific Query phrases, myclever™ Agency was able to reach out to influential bloggers, tweeters and high-profile publications to push the branded infographics and relevant content to an even wider audience.

PR coverage included national newspapers the Daily Mirror and Daily Express, Style etc. magazine and highly qualified blogs such as Big Blagger, This Is Big Brother and Big Brother UK.

What Brandwatch Analytics enabled myclever™ Agency to do was provide unique content that added value to the high level of chatter occurring around Celebrity Big Brother.

By feeding this towards news outlets and participating celebrities' Twitter handles, they were able to monitor how effectively this content was shared across social and the Internet in general.

"myclever™ Agency played a valuable role in bringing our sponsorship of Celebrity Big Brother to life. They tracked big data across the social web to measure the popularity of the housemates."

Sam Diamond, Head Of Brand, Gumtree

Unique Content

Using statistics drawn from Brandwatch Analytics' detailed and varying Dashboards, the myclever™ team were able to produce branded infographics that detailed which celebrity housemates were enjoying the largest share of word-of-mouth mentions.

For the live launch and live finale shows, this was reflected by applying the Brandwatch Analytics feature, minute-by-minute graphs, the last of which managed to accurately predict the order in which the five finalists would finish.

Graphs presented via Datawrapper exemplified the data driven content for which rapid turnaround was essential. As is the nature of Celebrity Big Brother, news isn't news for long.

The key to Gumtree's success was myclever™ Agency's in-the-moment coverage. A combination of live-tweeting and real time monitoring gave myclever™ Agency the opportunity to know what Celebrity Big Brother's active audience was really talking about at all times.

The minute-by-minute feature within Brandwatch Analytics allowed mentions to be tracked, responded to and reached out to, in order to create and extend conversations around Gumtree's sponsorship of the show in real-time.

During the series, the myclever™ team were able to create 32 million organic impressions for Gumtree on Twitter, from 3,000 tweets.

#TalkingFurniture

Brandwatch Analytics gave myclever™ Agency the ability to monitor Twitter in real-time for mentions of the humorous sponsorship ads that bookended each segment of the television show. myclever™ Agency was then able to share specific micro-content to fans.

Reporting

With the help of Brandwatch Analytics, myclever™ Agency was capable of delivering accurate, up-to-date reports regarding a multitude of aspects of the social media strategy surrounding Gumtree's involvement with Celebrity Big Brother.

Not only were they able to update the brand with accurate data regarding volume of mentions and sentiment analysis, they were able to do so at short notice with the latest information available.

About/

“Undoubtedly their biggest achievement was watching every minute of the show, and live-tweeting along with thousands of superfans, delivering over 32 impressions and gaining massive reach for our brand association”

Sam Diamond
Head Of Brand
Gumtree

Gumtree

Gumtree is the UK's leading classifieds website and one of the top 30 websites in the UK. Gumtree attracts over 15 million unique monthly visitors – nearly one in five adults online.

Established in 2000 to help Antipodeans settling in London to find affordable and local places to live, furniture and jobs, Gumtree now has audiences across the globe including Australia, New Zealand, South Africa and Singapore.

The online noticeboard hosts over two million ads on the website at any one time and receives over a million new listings every week.

Gumtree is part of the eBay group, having been acquired in 2005, allowing it to expand into international territories while maintaining the essence of the brand – a friendly, local marketplace online.

myclever™ Agency

myclever™ Agency are a social media agency that work with global brands such as Nikon, Red Bull, Gumtree and Bench to develop social media strategies that connect brands to their customers.

Their core ethos is that exceptional marketing is driven by human insight. Every thing they do is built on understanding the psychology of whichever audience they are working with.

Combining talented designers, diligent developers, experienced community managers and social experts, the myclever™ Agency team invest in an agile creative process that delivers progressive campaigns and brand experiences.

Established in 2009, myclever™ Agency has offices in London, Vancouver, Edinburgh and Manchester.

Brandwatch

Brandwatch is the world's leading social intelligence company. Its social media listening and analytics technology platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The Brandwatch platform, ranked highest in customer satisfaction by G2Crowd in the Spring 2015 social media monitoring report, is used by over 1000 brands and agencies, including Cisco, Whole Foods, Whirlpool, British Airways, Sony Music, Papa John's, and Dell.

Brandwatch. Now You Know.

brandwatch.com