

# CLIENT SUCCESS STORY



Reach  
*Where people live*

## the objective.

Spelthorne Borough Council had a very niche audience based on landlords within a targeted postcode.

They were looking to run a campaign over print and digital, that was cost effective and appropriate.

## our thinking.

We advised the customer of our print, digital and InYourArea products, and targeting this niche audience we were able to comply with all statutory provisions, which was cost-effective and appropriate.

The campaign proposal included the following media solutions:

- InYourArea
- Facebook+
- Google Display Network
- Print

## our solution.

The campaign was consistent across all platforms, increasing touch points to their target audience. The campaign generated a high return on investment, with 10 landlords registering to their Rent Assure Scheme.

## performance | summary

**363,767**   **8,070**

impressions

ad clicks

## action | breakdown

**7,935**

clicks

**56**

reactions

**15**

comments

## targeting | options



Platform: Facebook &  
Instagram



Gender: All



Age: 35+



# Spelthorne Borough Council.





# Spelthorne Borough Council.

1 February - 28 February, InYourArea

62,675

ad was shown

26,378

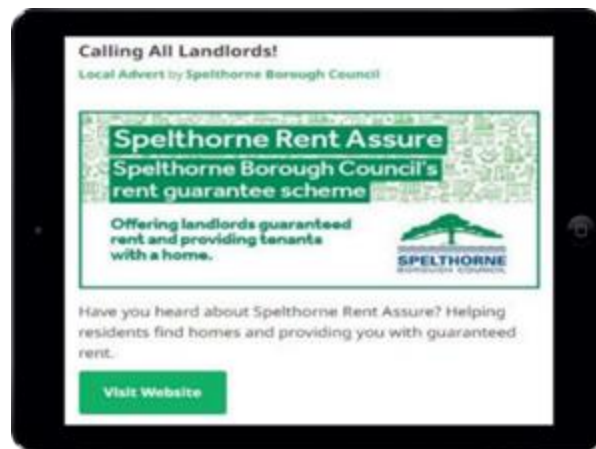
ad clicks

105

ad clicks

43,687

click through rate







“We recently ran a campaign with Giovanni at Surrey Live on behalf of our housing team at Spelthorne Borough Council. The target audience was very niche as we were only looking to target landlords within a specific postcode boundary. The campaign we received was very detailed and within our budget and offered a variety of both digital and print solutions.

The artwork was created for us which looked very professional and incorporated our own branding and was consistent across all platforms. Giovanni guided us through the whole process, from start to finish, offering his support and recommendations. As a local authority we have to ensure any advertising we undertake complies with all statutory provisions and that our communications activity is cost effective and appropriate.

The campaign results speak for themselves with the reach exceeding our expectations and ultimately delivered a high return on investment with 10 landlords registering to our Rent Assure Scheme. I would certainly use the solution again for Spelthorne Borough Council.”

## Jennifer Medcraft

Head of Communications & Customer Experience

