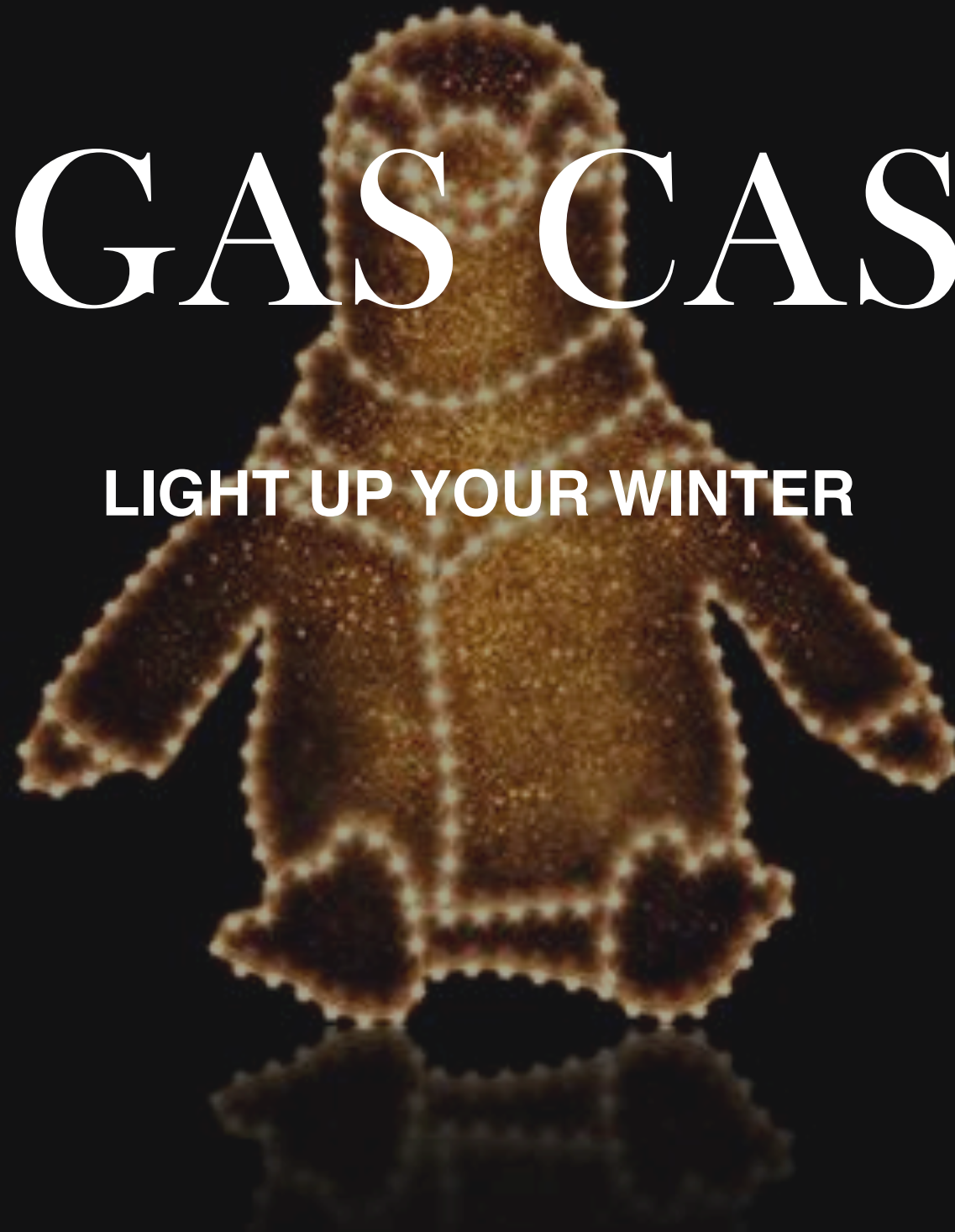


Message us with
#lightupyourwinter

BRITISH GAS CASE STUDY

LIGHT UP YOUR WINTER



BRITISH GAS LIGHT UP YOUR WINTER

British Gas wanted to celebrate their rewards platform and drive more sign ups by offering a festive incentive via a week of prize draws.

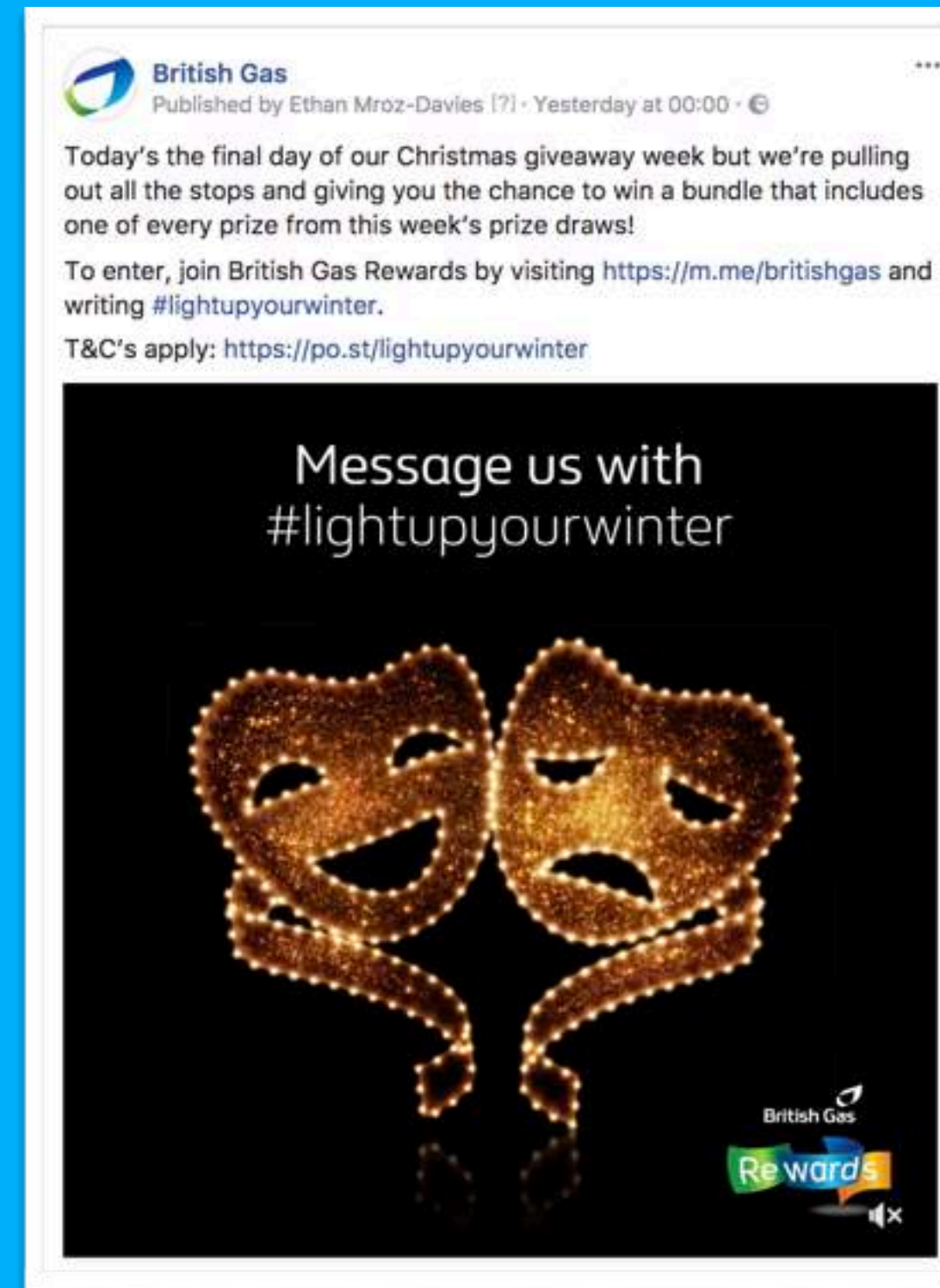
Exclusive to British Gas customers, users would be guided to a purpose built Facebook Messenger BOT where they would be asked to enter #LightUpYourWinter.

Once entered they received a personalised version of the Rewards ad, with their name in lights and confirmation of entry into the prize draw. All they had to do was click on the links provided to sign up on the BG Rewards site.

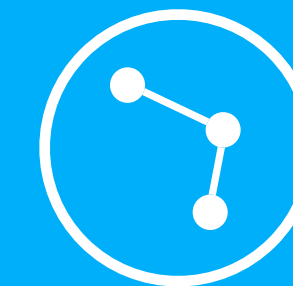
This personalised user journey allowed us to measure which reward was their favourite in the BG offering, follow up with reminders to sign up, and track click to conversion.

The user received an opportunity to win, and was given a surprise video especially for them with their name in.

Achieving a 89% Click through rate with a 22% conversion, we overshadowed the previous email drive by x5



13,990
Videos Created



22%
Conversion



89%
CTR to site