

BRITISH GAS LIGHT UP YOUR WINTER

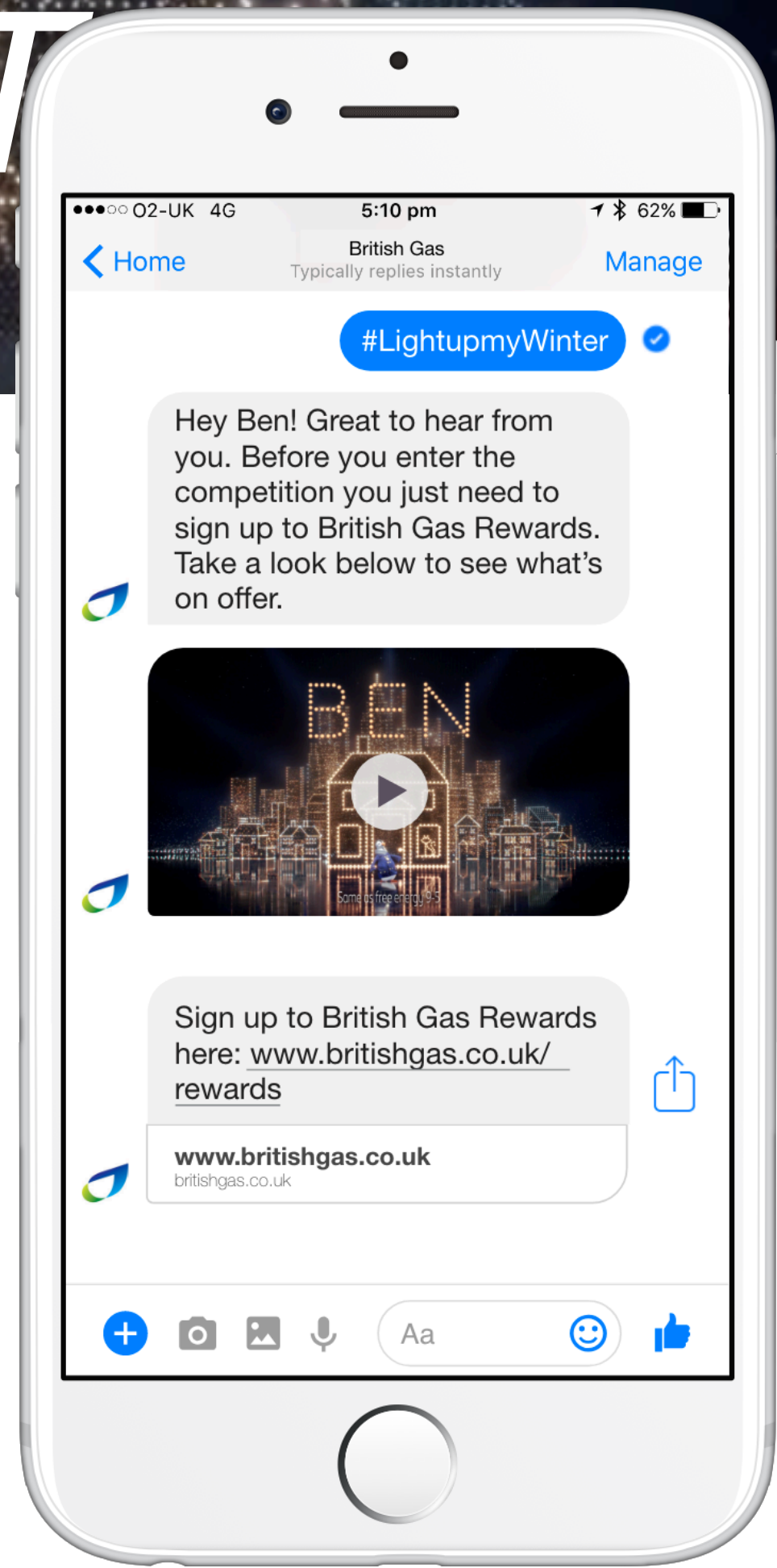
Brief

- Drive awareness
- Increase sign ups to British Gas Rewards
- Encourage positive sentiment around a utility brand

Solution

Guid customers to Facebook Messenger where they enter #LightUpYourWinter. Incentivise with a chance to win rewards for clicking on the link provided and signing up to BG Rewards.

Deliver a surprise personalised video with their name in lights and create a user journey to measure which rewards are the most popular and follow up with reminders to sign up whilst tracking click to conversion.



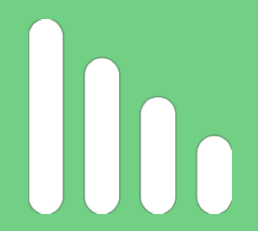
88%
CTR to site



22%
Conversion



+12 pts
FB Ad recal



Positive
sentiment