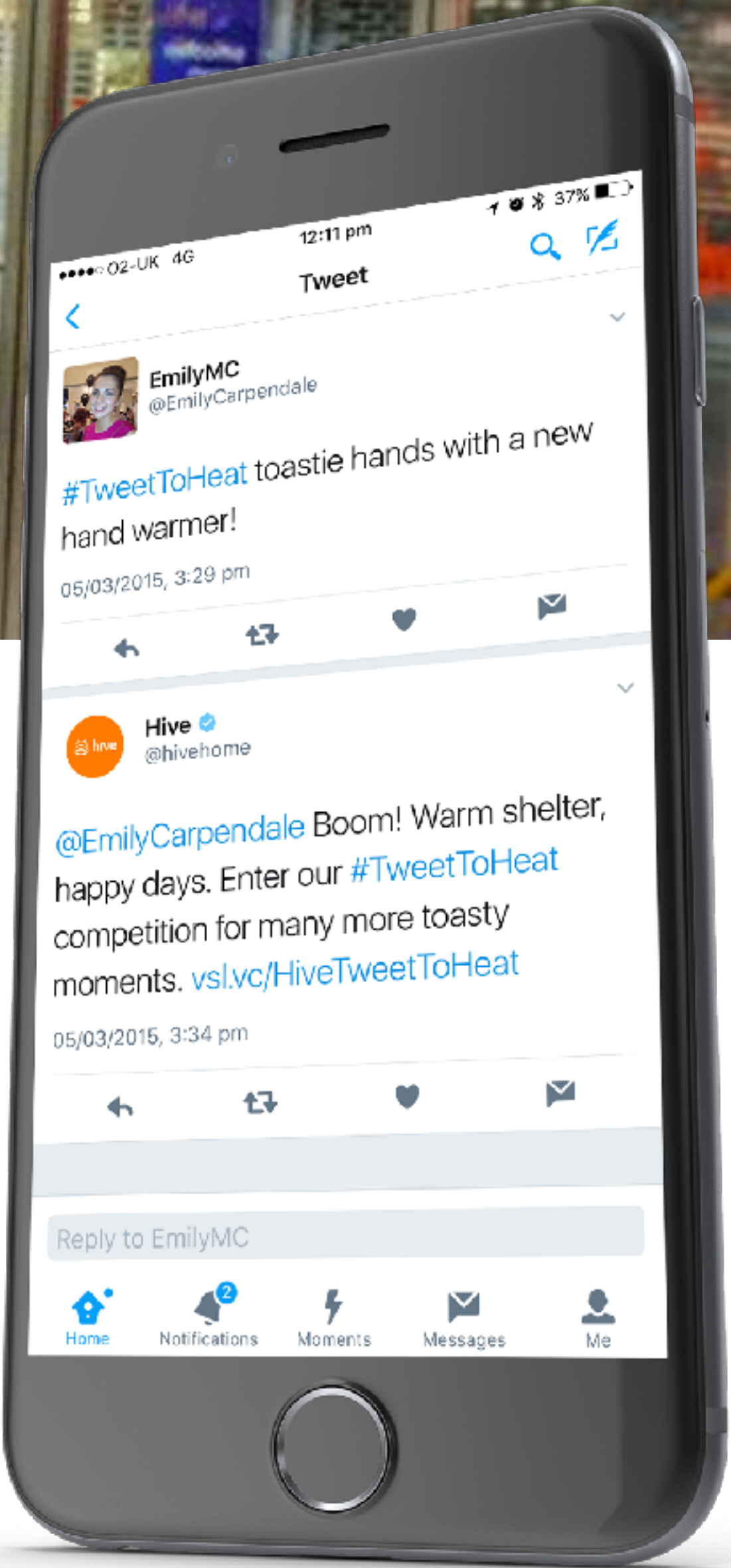


HIVE #TWEETTOHEAT

- Brief*
- Increase public engagement
 - UGC collection
 - Gather user insights


Solution

Integrate our technology for users to trigger heaters within the shelter so they could wait for their train in a warmer environment. A simple CTA allowed them to switch on the heaters instantly by sending a tweet to the hashtag #TweetToHeat. Original and quirky, the shelter achieved exponential reach over just one week to the tune of 44million due to positive PR and the happy warm commuters.



A PR success
with more articles
than any other
Hive campaign


12 MILLION
Impressions


95%
positive sentiment
rate for an energy
brand