Bankwest: In Good Company

BUSINESS INSIDER

Case Study

June 2015



Campaign Overview

Sponsored Content

10 part Business Insider sponsored series: In Good Company

High Impact Display

Ideas channel takeovers and ROS media

In order to position themselves as a banking partner who understand the challenges faced by individual businesses, **Bankwest** looked to Business Insider to produce a series of content which helps to educate *business leaders* on how to keep their business growing.

One of the challenges facing Bankwest is that business leaders give more credibility to advice from industry peers than advice from financial institutions. To overcome this, Business Insider produced a series of content providing strategic advice from inspirational business leaders on how to overcome challenges and keep your business moving forward, which Bankwest were able to sponsor and wrap with their creative messaging.

This content series was supported with high impact display in the Ideas channel of the site, a contextually relevant area where business leaders go for inspirational advice.

IDEAS

IN GOOD COMPANY: Why Neil Perry went beyond fine dining to fast food

in UNKEDIN

IDEAS

SIMON THOMSEN APR 24, 2015, 12:33 PM 🗭 👍 🖪

The In Good Company series gives you an inside look into how leading Australian businesses have achieved success. At Bankwest, we believe that good relationships lead to great businesses. Watch our client success stories at bankwest.com.au/Ingoodcompany.



In a cooking career spanning more than 30 years, Neil Perry has cre most memorable dishes, inspiring and influencing a generation of cl passed through the kitchens of his flagship Rockpool restaurant and along the way.

Perry is one of the founding fathers of Australian fine dining, as well designing the menus for the pointy end of Qantas planes.





IN GOOD COMPANY: How Jodie Fox took Shoes of Prey beyond the digital world into physical stores

SARAH KIMMORLEY MAY 20 2015, 2:15 PM 🗩 👍 46 🕅





Co-founder Jodie Fox at the Shoes of Prey opening in Nordstrom, San Francisco Centre/ Facebook.

Jodie Fox is darting around a grocery store when I call. It's her birthday, and she's between dinner at a restaurant and celebrations in Washington DC with her colleagues.

Her current project is opening physical stores in the US for Shoes of Prey, which started as an ambitious Australian website that offered customisable shoes.

"The first one was in Seattle on November 20 and then there has been five more stores. The sixth will be in two weeks' time," Fox says.

Sponsored Series: In Good Company

10 x Sponsored Posts

The In Good Company series was designed to inspire our audience of business leaders with strategic insight into how to overcome business challenges and grow their business.

Profiling well-known and successful entrepreneurs, this series was designed to be shareable across business and social networks, while positioning Bankwest as a partner that understand the best advice comes from people who really know your business.

Total Views

29,671

Average Dwell Time

03:22

Shares & Comments

2,454

High Impact Display

IDEAS CHANNEL TAKEOVER

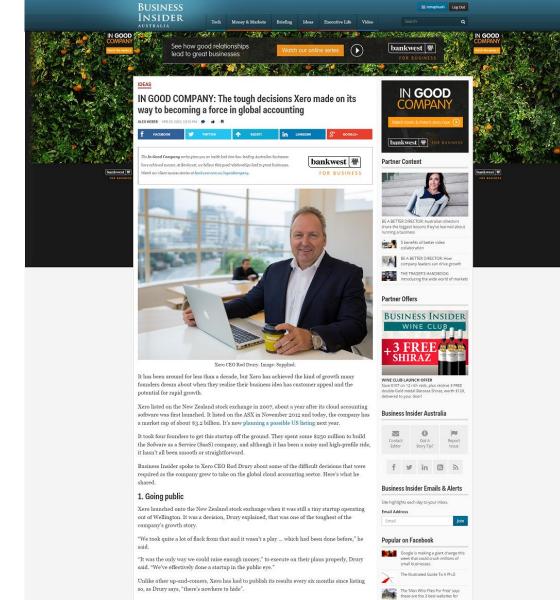
CTR

0.25%

RUN OF BUSINESS INSIDER

CTR

0.5%



Final Summary

This content-focused campaign really delivered with a total of over 29k page views, giving Bankwest the opportunity to speak to a large audience of business leaders who are actively looking for a bit of thought leadership on how to keep their business moving. The takeover of Business Insider's Ideas channel was able to raise awareness about Bankwest's business banking services to a contextually relevant audience and run of site maximised reach cross devices and channels.

29,671

Content views for sponsored series – 18% above guaranteed views

49%

on average sponsored series' page views

86,351

Minutes spent engaging with content

03:22

Average dwell time, **18%** better than the average in the campaign period

2,454

Earned media; shares and comments across In Good Company content

0.20% Average CTR on takeovers – above average

For more information, contact us at: <u>https://www.alluremedia.com.au/contact</u>

