

**Bankwest:**  
In Good Company

**BUSINESS INSIDER**

Case Study

June 2015



# Campaign Overview

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## Sponsored Content

10 part Business Insider sponsored series: In Good Company

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## 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.

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

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](http://bankwest.com.au/ingoodcompany).



In a cooking career spanning more than 30 years, Neil Perry has created most memorable dishes, inspiring and influencing a generation of chefs 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 as designing the menus for the pointy end of Qantas planes.



IDEAS

## 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



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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 understands 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%

The screenshot displays the Business Insider Australia homepage. At the top, there's a navigation bar with 'Tech', 'Money & Markets', 'Briefing', 'Ideas', 'Executive Life', and 'Video'. A search bar is on the right. The main content area features a large article titled 'IN GOOD COMPANY: The tough decisions Xero made on its way to becoming a force in global accounting' by Alex Heber, dated April 20, 2015. The article includes social media sharing buttons for Facebook, Twitter, Reddit, LinkedIn, and Google+. Below the article is a large photo of Xero CEO Rod Drury sitting at a desk with a laptop and a coffee cup. The text of the article discusses Xero's growth and challenges. To the right of the article is a sidebar with various sections: 'Partner Content' featuring 'BE A BETTER DIRECTOR', 'Partner Offers' for 'BUSINESS INSIDER WINE CLUB' with a '3 FREE SHIRAZ' offer, and 'Business Insider Australia' with contact options. At the bottom of the sidebar, there are sections for 'Business Insider Emails & Alerts' and 'Popular on Facebook'.

# 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:

<https://www.alluremedia.com.au/contact>

