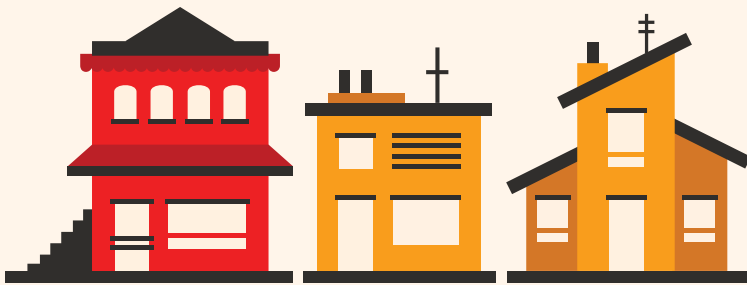


kiwikids SCHOLARSHIPS



KIWIKIDS CAMPAIGN

Universal Homes is a one of New Zealand's largest, most established and trusted building companies, with over 55 years building experience.

2 Kiwikids Scholarships worth \$1,500 were being offered by Universal Homes to Hobsonville Point students to help them pursue their educational goals in relation to the school they are currently attending.

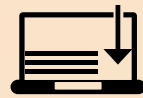
TRAFF1K D1G1TAL WAS ENGAGED TO:

Implement Digital Strategy and Social Media Campaign.

MARKETING: Word of mouth acquisition is key to building Universals referrals and long-term brand identity. The KiwiKids campaign approached home buyers (parents) by targeting the children in the community, communicating the Universal brand to them through traditional and digital channels. The KiwiKids campaign effectively opened up a line of communication for Universal with the community, in a completely non-sales way.

- + Publications - Local newspapers and school newsletters.
- + Billboard.
- + Posters and flyer handouts keyword phrases.
- + Face to face promotion at each school.

STRATEGY:



LANDING PAGE

Custom landing page



MOBILE

Mobile responsive design



SOCIAL

Facebook
Twitter
YouTube



ENTRY

Online entry forms to simplify the process



GOOGLE

Google Advertising



EMAIL

Email Marketing

CONCEPT DESIGN:

Simple, clean, eye catching, brand compliant design.



RESULTS:

+23%	234	52,727	153,625
INCREASE IN WEB VISITS OVER THE CAMPAIGN PERIOD	VISITORS TO THE LANDING PAGE	SOCIAL MEDIA REACH, 1003 ACTIVE ENGAGEMENT.	VIEWS THROUGH GOOGLE ADVERTISING ACROSS VARIOUS MEDIA CHANNELS