



HOMEGROWN HOMEGROWN HOMEGROWN

MARKETING IN THE CREATOR ECONOMY



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WELCOME TO THE LATEST EDITION OF HOMEGROWN, A CELEBRATION OF STORIES FROM BRANDS FROM THE NORTH.

In a world where working with the right brand partner, creator or influencer can hold more weight than traditional advertising and marketing, it's never been more important for brands to consider their 'influence strategy' and harness the power of the creator economy. Whether that's picking the perfect match to reach new customers or building your own place as an influencer in your space, 'influence' needs a seat at the marketing table.

In our first Homegrown of 2023 we explore the power of influence and the trends to look out for in 2023 and beyond, from who's killing it on TikTok, to how to build communities on B2B channels. We chat to the former CMO of Weetabix and interview content creator Kerry Lockwood to uncover some hot tips on building your influence across different channels and taking leadership lessons onto social.

We hope you enjoy this edition and please also look out for our Homegrown podcast series where we will be chatting to global gardening brand Gardena and iamproperty, the UK's fastest growing PropTech company about the power of influence in their sectors.

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2023 TRENDS

Dial back a few years and there were no benchmarks or best practice, but 2023 is all about the arrival of the professionalisation of influencer marketing - so much so, it is making a dent in marketing budgets like never before.

Metrics & ROI

Creator content is now so professional and in-tune with their audience that its performance is seeing traditional ad budgets being reassigned to influencer marketing. This is not least because ROI from influencers channels can now be measured directly back to sales, and highly engaged organic content performs even better when amplified with paid, which is a marketer's dream.

And don't think it's all for consumer brands - the rise of LinkedIn has rocketed in 2022 with B2B influencers harnessing communities from marketing to insurance and gaining high engagement rates thanks to their niche content and understanding of what works on the platform.

Lo-Fi

TikTok has influenced a new looser style of content - it has already overtaken Google as a search platform for Generation Z, who turn to its creator community for quickfire posts on everything from product demos to their take on breaking news.

The home of User Generated Content (UGC) means real people are becoming TikTok influencers with much smaller audiences but their engagement is supercharged as a result of their authenticity.

In their world, everything needs to move faster, so brands need to be more reactive and culturally relevant. Unless you have armies of production teams, that means content needs to be more "lo-fi" to get to the customer much faster. And that's the style they prefer; go too slick and they'll vote with their thumbs.

As a result, TikTok is great for trying out new things to see if they fly with the customer - brands can reach audiences quickly and see in real time what they are engaging with.

Community-building

Communities live within the comments. Successful influencers talk to their followers which can be seen on all platforms, especially TikTok and LinkedIn.

They know exactly what works for their audience because they talk to them and listen to their feedback. This is putting creators in the driving seat, not only in what they choose to create, but in the brands they choose to work with and the causes they support.

Over on LinkedIn, brands themselves are now interacting in the comments, communicating directly with people who mention them. Check out Innocent Drinks who never miss a mention and their ubiquitous tone of voice comes

through in their witty replies.

As well as influencing their communities, a growing trend was borne out of TikTok during the Cost of Living Crisis for de-influencing their community of followers - actively trashing over-exposed or poor-value brands and offering cheaper and better alternatives based on their real experience.

Understanding how to build a community around your brand, and work with those whose communities open up new customers to you is a key strand to any social strategy in 2023.

REAL PEOPLE ARE BECOMING TIKTOK INFLUENCERS WITH MUCH SMALLER AUDIENCES, BUT THEIR ENGAGEMENT IS SUPERCHARGED.

Social shopping

Influencers are not only there to raise brand awareness; they are now helping create real shopping conversions. Instagram removed its follower threshold for URL links in stories last year, allowing everyone to encourage click-throughs to the brand site - along with a new function to put Shop within Instagram business profiles, driving direct to the website to encourage sales.

TikTok is a discovery platform, so when an influencer recommends a product their followers want to be the first to try it out.

By embracing things like TikTok live stream shopping they are quickly turning these followers into customers. Similar to home TV shopping where someone demonstrates how to use a product while live on video, the concept first became popular in China but is quickly gaining traction around the world.

#TikTokMadeMeBuyIt is now a channel on Amazon, as the ecommerce giant attempts to harness their share of this revolution.

Everyone's a creator

Most people have an audience, from friends and family to professional networks. If we have a social media presence we are all connected, therefore we all have the power to influence others. Gen A (Alpha), born in 2012, have grown up being creators and will know no different when they enter the world of work.

In just two years LinkedIn has gone from a boring rolodex of professional job change announcements and humblebrags to a content-rich platform that allows you an open profile to encourage followers over connections. As a result, influence is everywhere and superstar LinkedIn creators like Stephen Bartlett and Simon Sinek have millions of followers.



New channels are springing up to give individuals more power over their social community from BeReal - an instant moment-sharing app that wants everything to be raw, unposed and authentic - to a growing breed of subscription social platforms from Patreon to Substack, which allow their creators to grow their own communities willing to pay for their content. Brands would be wise to look at these platforms now and work out a strategy to find and harness the top creators in their sector.

If you are a small low budget brand or in a niche sector,

panic not. TikTok influencers are springing up for topics as niche as cleaning your garden pond (CleanTok), pregnancy advice (BabyTok) or how to treat a skin condition (DermTok). Someone, somewhere will have the audience you want to reach.

And just to end on a crazy note, humans aren't even the only influencers now! The rise of AI is seeing virtual influencers take over. These CGI generated 'people' such as @LilMiquela are the brainchild of tech-savvy creators and are already seeing brands lining up to work with them.

WHO'S KILLING IT ON TIKTOK?



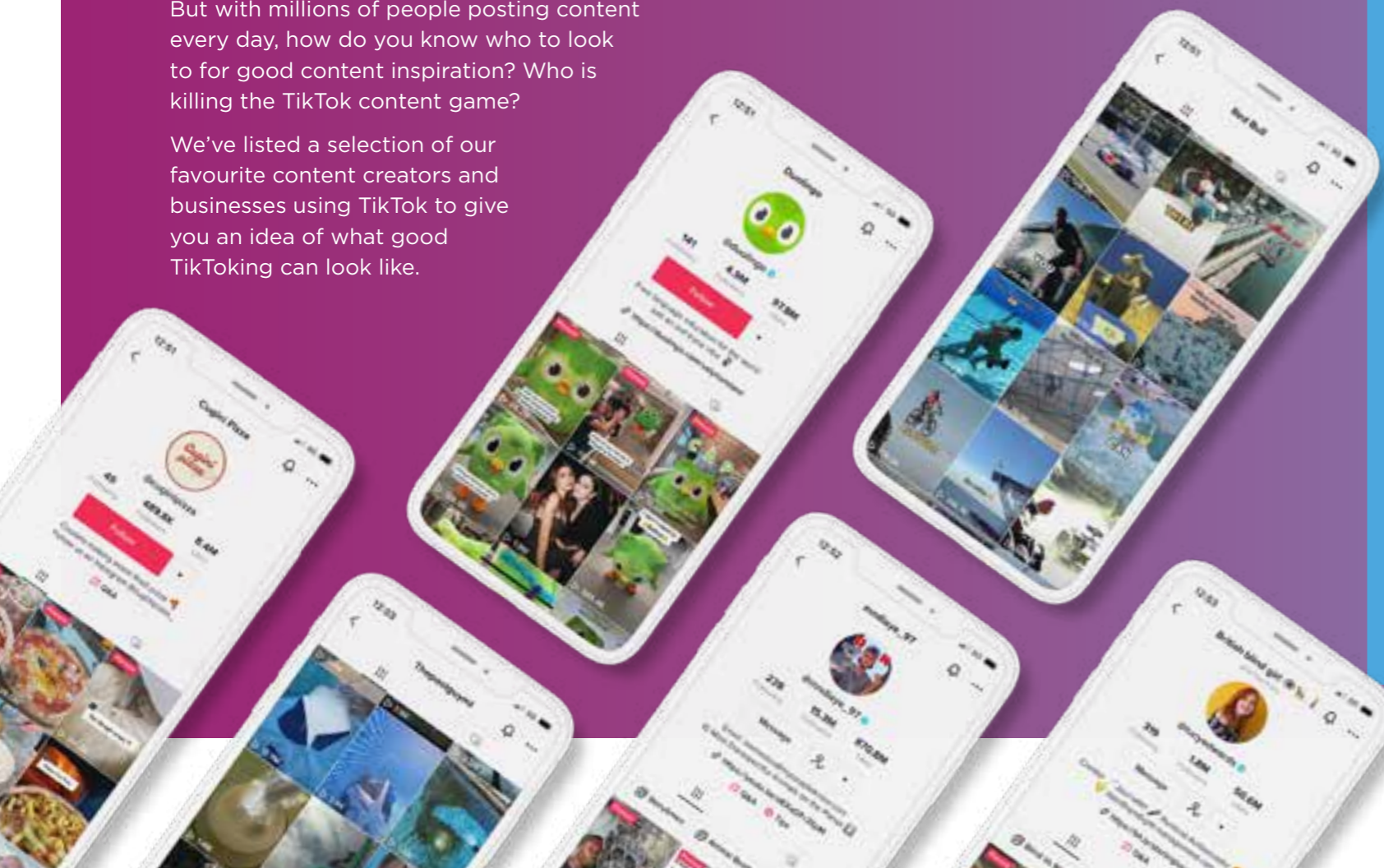
BYO'S CONTENT MARKETING EXECUTIVE AND TIKTOK CREATOR, REBECCA BATY @REBBEEBEE18

In the last few years TikTok has become the fastest growing social media app in the world and now sees over 30 million daily active users on iOS alone.

A new generation of content creators and influencers seem to have popped up over night and businesses big and small are desperate to go viral on the app. TikTok has become one of the most popular social media apps on the market and has been downloaded more than 3 billion times since its initial release in 2016.

But with millions of people posting content every day, how do you know who to look to for good content inspiration? Who is killing the TikTok content game?

We've listed a selection of our favourite content creators and businesses using TikTok to give you an idea of what good TikToking can look like.



BUSINESSES:

Coco Cosmetics

@cococosmeticsbychloe

Coco Cosmetics was founded by Chloe, a young entrepreneur with a mission to develop one of the industry's best beauty sponges. Not only has she delivered but she's created a fantastic TikTok account documenting her journey. Two and a half years after first posting about her products and behind the scenes of her small business, Coco Cosmetics have garnered over 350k followers and have seen their products being used by huge beauty influencers from around the world.

Duolingo

@duolingo

Duolingo is a language education service that has taken TikTok by storm with its unconventional approach to the app. With the help of their mascot, a big green owl named Duo, they have amassed almost 6.5 million followers and regularly post content that gets over 1 million views. Duolingo rarely directly advertise their product on the app, but instead use it to reach their target audience and build brand awareness.

Red Bull

@redbull

Similar to Duolingo, Red Bull don't use TikTok to heavily push their product and have in fact taken this concept even further by curating a channel of fast paced and high energy content. All of their TikTok videos feature fun and unusual sports events and athletes that embody Red Bull's ethos of 'Red Bull gives you wings'. They've gone for a more polished and professional TikTok look, which doesn't always work on the app, but their content is mega entertaining and often shows crazy stunts and jaw dropping sports.

Cugini Pizza

@cuginipizza

Cugini Pizza are a small business based in the UK, founded by the Cugini cousins. But being a small business doesn't mean that they aren't killing it on TikTok. In fact they now have almost 500k followers and their videos often get hundreds of thousands of views, with one even getting an incredible 39 million views! Putting their own personality into making their delicious pizzas has allowed their business to shine.

CONTENT CREATORS:

Mndiaye_97

@mndiaye_97

Mamadou has nailed storytelling on TikTok so well that he now has a community of over 15 million that hang on his every word. He's become one of TikTok's best known informative accounts and is the teacher that everyone actually wanted at school. His genuine interest in the content he makes and style of narration on his videos make his TikToks super compelling to watch, even when he's talking about some of nature's more brutal facts.

Mikayla Nogueira

@mikaylanogueira

TikTok isn't short of beauty influencers, so it takes something special to really stand out as a makeup content creator. But with a following of over 14.5 million, Mikayla's honest makeup reviews and insights into her life has helped her fans fall in love with her personality. She's known for not holding back if she doesn't like a product as well as sharing what she's truly passionate about using her instantly recognisable accent.

The POOL Guy

@thepoolguy

The POOL Guy's own brand of oddly satisfying content has helped him gain over 14 million followers, and it seems like barely a week goes by before one of his videos gets at least a million views. Using his calm voice and chill personality, this creator offers people an insight into the lives (and gardens) of people lucky enough to own their own swimming pool, and a type of TikTok that's super relaxing to watch.

Lucy Edwards

@lucyedwards

Lucy is trailblazing the way that TikTok can be used for good by highlighting her experiences as a blind person living in the UK to her 1.8 million followers. Using social media she has become an online activist, a journalist AND an ambassador for Pantene! She's now a voice for people who are blind and visually impaired and hasn't let her disability stop her from chasing her goals. She's even worked with the BBC making documentaries and interviewed celebrities like Ryan Gosling on the red carpet.

HOW TO BUILD YOUR TIKTOK CHANNEL

It's no coincidence that TikTok took off in the UK back in 2020, when lockdowns and face masks were mandatory. We were all joined by one common force - the pandemic. We were all going through it and facing the same challenges. As a whole, we've never been able to relate to other human beings on such a large scale before, or at least not since social media was born.

Everyone from your neighbours to strangers on the other side of the country became far more relatable because we were joined in the same struggle. So, is it any wonder that when your average Joe started sharing these experiences on TikTok, people warmed to it? Sharing banana bread recipes, funny skits about Zoom calls and clothing finds from supermarkets were suddenly very relatable and a sense of community was formed.

This thrown into the mix with TikTok's famously user-friendly algorithm and the app exploded in popularity. But, while the lockdowns have passed and peoples' habits have naturally changed since 2020, TikTok has continued to highlight that a sense of community is invaluable when developing a successful presence on the platform.

Of course, success on TikTok can mean many different things, but being able to build a following of people who feel like they are part of something, rather than just a number, is key.

People are now very savvy to social media and are wary of being sold what feel like false promises on it. Many of the new generation of influencers that have grown a following on TikTok have become popular because they aren't afraid to be their authentic selves, show the quirky sides of their personality and, in general, just aren't as polished as we've become numb to on Instagram. It feels more like they're our friends, so we're more drawn to them and are far more likely to listen to something, or buy something, they recommend.

So, what can both businesses and up and coming influencers learn from these creators and how they've harnessed the power of community?

Be authentic

People can sense when you're being fake. But letting your audience get to know your authentic self feels very refreshing and naturally inviting. For brands, try working with influencers that already love your products and for businesses, let people see behind the scenes.

Knowledge and niche

Are you an expert in your field? Do you specialise in a certain niche? Then you're far more likely to attract others who share your specific interest or want to know more and will begin to see you as a source of knowledge.

Choose your niche subject and share content on that - don't try to be all things to all people.

Personality

Unscripted and unfiltered personalities win people over and also inform who your potential community could be. Is your brand loud, playful and colourful? Or are you more laid back or serious? Serious topics can still land well on TikTok if done right - for example, healthcare has really taken off with many qualified health professionals sharing advice and knowledge in a relatable way via the #HealthTok hashtag.

Be an advocate

People are often drawn to others who share a message that resonates with them. Whether that's something as general as liking or disliking marmite, or something more meaningful or political, such as people's right to access free healthcare, have an opinion.



CHOOSE YOUR NICHE SUBJECT AND SHARE CONTENT ON THAT — DON'T TRY TO BE ALL THINGS TO ALL PEOPLE.

Conversation

People want to feel seen and heard and opening up conversation topics is a great way to engage your audience and help them feel part of something they can contribute to. Assign the right time to liking and responding to your comments to build your community engagement.

Develop trust

Showing up consistently and honestly are great ways of building a rapport with your community. We're seeing more and more influencers being called out for not labelling ads clearly, or brands for unethical behaviour. So being honest and open with your audience is more important to them than ever. For brands collaborating with TikTok influencers, make sure you understand the rules.

If you show up for your community, they'll show up for you. TikTok as a tool is a brilliant platform for telling your story and showing the online space what you're about. So if you've been putting off starting your TikTok, either for yourself or your business, there's no better time than the present to start.

For inspiration, take a look at these creators who have mastered the art of community:

@SIMPLYNI_ @KENZOMIZUMOTO @MRWHOSETHEBOSS @NOTORIOUS_FOODIE @SPICYMOUSTACHE @ROSEMARYDEERLODGE





SHOWING UP AND SAYING WHAT YOU THINK

HOW WEETABIX'S FORMER HEAD OF MARKETING IS BUILDING HIS BRAND ON LINKEDIN

Gareth Turner is the former Head of Marketing at Weetabix, whose career of high-profile campaigns includes the viral 'Bix and Beans' that gained over 1.3bn impressions. Prior to that job he held senior marketing roles at Heineken and Arla Foods, but today he runs his own strategic marketing consultancy Big Black Door.

As one of the most prolific marketing thinkers on LinkedIn at the moment, we caught up with Gareth Turner to ask how he's grown his reach so quickly and what he thinks about personal branding and influence in a B2B arena.

For someone who doesn't use LinkedIn Premium, thinks the term 'personal branding' is a bit 'icky' and has given up trying to work out what content works

best, Gareth is not what you might expect from someone whose influence on LinkedIn grows by the day, but it is that authentic approach that he believes is driving his early business success.

"I was planning on taking the leap into my own business for some time, so I knew I needed to find a proof point that my idea was viable. I needed a way to allow people to feel like they already knew me

to gain enough credibility if I was going to ask them to part with their money!" says Gareth, "I write like I talk and just be me, I share my opinions on creative work and the industry and, if people disagree I respect that. But I generally try to build and raise other people up rather than knock their work. I think it's important to remember there are other human beings at the other end of those internet wires."

Gareth uses Shield, a software platform that helps you build LinkedIn influence and this has helped him understand metrics such as when he uses video his reach actually drops, but his engagement soars. Despite this he takes these numbers with a healthy dose of salt and a generous allowance for human nature.

"I've given up trying to work out what content really works! I once shared a shopping centre sign about a broken escalator and it went crazy, and my top performing post is about an old ad campaign from 1965."

Gareth posts on LinkedIn around three times a week, mainly harvested from a Trello board he uses to document his thoughts and ideas. "I probably should cull some of it, but it's a good way to park posts I might want to share later. I try not to overthink it and post what I want to say or need to know. I have occasionally done a survey, which I know won't get much engagement but helps me decide on different services I might be planning. I would only do a poll if I had a genuine question I'd like answered."

The pivot, says Gareth, was when he became intentional with his use of LinkedIn. "When I showed up on a regular basis things took off, and I knew it would be my main platform to build a community behind what I do."

Despite a growth in provocative personalities on social media, Gareth is a believer in just

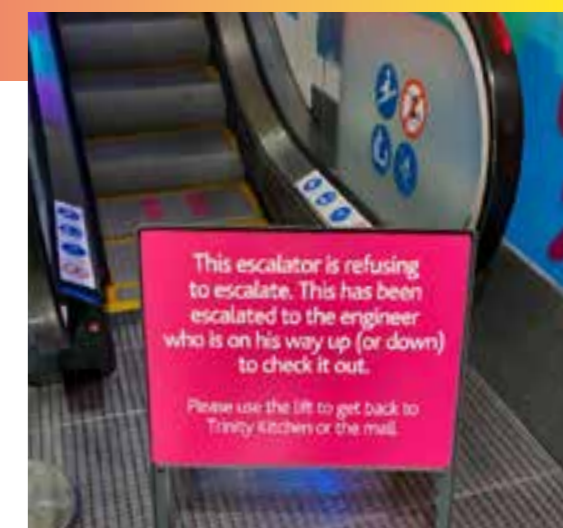


I'VE GIVEN UP TRYING TO WORK OUT WHAT CONTENT REALLY WORKS! I ONCE SHARED A SHOPPING CENTRE SIGN ABOUT A BROKEN ESCALATOR AND IT WENT CRAZY, AND MY TOP PERFORMING POST IS ABOUT AN OLD AD CAMPAIGN FROM 1965.

being yourself. "I don't want to be 'that person', or to pretend I'm something I'm not just for likes and shares. If people don't like the real me that's fine, but at least I'm being me."

So what advice would he offer for LinkedIn success?

"Show up regularly and be yourself - as long as you're not a dick!"



HOW TO BUILD LINKEDIN INFLUENCE

TAKING LEADERSHIP LESSONS ONTO SOCIAL MEDIA



The most influential leaders in the world today have one thing in common. Consistency.

It's no different in the virtual world. When you apply influence to a broader spectrum beyond your organisation and onto social media, you can take guidance from traditional leadership principles to harness an audience.

Firstly, ask yourself what type of influential leader do you want to be? Inspirational, educational, controversial or even entertaining?

Leadership influence is the ability a person has to change values, beliefs or attitudes. On LinkedIn the most influential leaders are passionate about their topic and then build a community around it.

Stephen Bartlett has built a community around entrepreneurship secret-

sharing, whilst Ariana Huffington specialises in burnout and Rachel Botsman talks about #trust, #humility, #rethinking, and #uncertainty.

Trending topics on LinkedIn today are:

- Marketing and advertising
- Diversity, equity and inclusion
- Entrepreneurship
- Finance and investment
- Leadership and management

However, dig a little deeper and you'll find the niche topics drive the most engagement. Across LinkedIn there are influencers with engaged followings in the fields of neuro-diversity, sustainability or even regulatory compliance!

Ready to get started? Here are our tips on building your LinkedIn-fluence!

BRUSH UP YOUR PROFILE

Take a look at the most influential commentators in your sector and how they have structured their profile. You will note they have a punchy bio visible at the get-go – nowadays often peppered with emojis. Anything to grab attention is key – even your avatar picture can be recorded as a short intro video.

Make sure your career history and experience is bang up to date and you have listed your interests, and have shared up to date content.

2. CREATE GREAT CONTENT

The trick is to start with research, know your audience and what topics they are interested in.

The LinkedIn algorithm knows if the content isn't quality or driving engagement.

Think about the format – do you want to share a long-form article packed with insights and data, or do you want to share your thoughts over a podcast conversation?

Be aware of trending formats and use a mix of text, images, podcasts and videos to make your posts more engaging.

Drill deeper on your topic.

Work in HR? What is the topic that you find comes up again and again and you are most passionate about. Honing in on a niche subject such as performance management or D&I can make your content resonate more with your target audience.

Want to share your entrepreneurial journey? What is the biggest mistake you have ever made and how has it shaped you? Narrowing your topic into something uniquely personal yet with enough legs to look at it from different angles can help you stand out.

3. FOLLOW OUR 4 ENGAGEMENT STEPS TO BUILDING A COMMUNITY

1. **Ask questions** – just like in real organisations the best leaders are interested in their people, and ask questions to build trust and rapport.
2. **Listen** – your LinkedIn community is a two-way place. Take as

much time as you do crafting a piece of content to listen to feedback, show empathy and use it to inform your next post.

3. **Share your vision** – being vulnerable and showing emotion is key in the real world, and the same applies to social media. Taking your community on a journey is just like leading your team – without a bigger picture they will get lost along the way.
4. **Praise** – everyone likes a leader that takes time out to comment on their work, say thank you or acknowledge them. Be like you would normally be in a conversation and give praise to your followers when they post something great, or place a comment-worthy comment on your post.



LEADERSHIP INFLUENCE IS THE ABILITY A PERSON HAS TO CHANGE VALUES, BELIEFS OR ATTITUDES.

4. UNDERSTAND THE LINKEDIN ALGORITHM

The LinkedIn algorithm decides what posts you see on your feed, be it from other people, companies and brands, or topics of interest.

According to Hootsuite 'LinkedIn will sort your content into one of three categories: **spam**, **low-quality** or **high-quality**.'

Here's how LinkedIn determines where your post belongs:

- **Spam:** You might get flagged as being spam if you use bad grammar or include multiple links in your post.

Avoid posting too frequently (more than every three hours), and don't tag too many people (more than five).

Hashtags such as #comment, #like, or #follow can flag the system, too.

- **Low-quality:** These posts aren't spam, but they aren't following best practices for content, either. If you can't make your post engaging, the algorithm considers it low quality.
- **High-quality:** These are posts that follow all LinkedIn content recommendations:
 - The post is easy to read
 - Encourages responses with a question
 - Uses three or fewer hashtags
 - Incorporates strong keywords
 - Only tags people who are likely to actually respond. (That means no spamming Oprah, OK?)

Source: Hootsuite

5. KEEP IT REAL

The best LinkedIn influencers are also influential IRL. Become an active community member in digital and in-person events and share the content across your social platform to connect the dots.

6. BE ACTIVE IN GROUPS

Joining groups your audience is already in and contributing to conversations, sharing relevant content or commenting on others' posts is a great way to build your influence.

'TOP VOICES'

Finally, for inspiration on LinkedIn check out the 'Top Voices' in your field.

Top Voices is an invitation-only program featuring a global group of experts on LinkedIn covering a range of topics across the professional world, helping members uncover valuable knowledge relevant to them.

To find the Top Voices based on your specialism, go to the Interests section of your LinkedIn Profile and click on the Top Voices button to check out their feed for popular content formats, hashtags and other people to follow.



THE BEST LINKEDIN INFLUENCERS ARE ALSO INFLUENTIAL IRL. BECOME AN ACTIVE COMMUNITY MEMBER IN DIGITAL AND IN-PERSON EVENTS AND SHARE THE CONTENT ACROSS YOUR SOCIAL PLATFORM TO CONNECT THE DOTS.





HOW INSTAGRAM HAS CHANGED

INTERVIEW WITH KERRY LOCKWOOD

Find out how Kerry Lockwood, content creator and stylist, grew her following on Instagram, how the channel has changed and how that has affected her success.

Introduce yourself and your Instagram handle(s) and what content you cover/your follower numbers.

My name is Kerry Lockwood or @kerrylockwood and I'm a content creator and stylist. You can find me on Instagram where I have 317k followers and TikTok where I have 48.2k followers. I also have a fashion and style account on Instagram @kerrylockwood_style where I have 17.7k followers, plus a YouTube channel and Pinterest account.

But it all started with my blog, Kerrylockwoodindetail.co.uk where I write longer form articles about my passion for interiors.

Why do you focus mainly on Instagram as your channel?

I feel I have a loyalty to Instagram as it's the first platform that I really invested time and energy into when I started. I've built up a loyal following so I want to continue to feed them my content as these followers

helped me get to where I am today. TikTok has become a huge trend with younger audiences, but I feel my core demographic is still very much engaged on Instagram. I have started to build up a following on TikTok and I'll continue to seed content on that channel as it is a hugely influential platform that I'm excited to explore more. As a content creator it's important to try and have a presence across multiple platforms, but Instagram is still my favourite platform because I really like the versatility. I can take my time to create a video reel or beautiful still imagery whilst keeping my followers engaged on a daily basis with story content.

How did you get started on the platform and begin to grow your following?

I moved from Sheffield into a rented home in the North East after my husband landed a new job in Newcastle. After a few years, I wanted to add my own stamp and personality to the house, so with the permission of my landlords I slowly started to transform my rented home. I initially documented the changes on my blog which launched in 2016 and offered advice to tenants who were keen to make their own changes to rented accommodation. After establishing the blog, I launched my Instagram channel and within 7 months I had hit 10k followers. Back then my feed was full of super simple styling content. I was working as a sales rep at this time, so would dedicate three days a week to my day job and then weekends were for shooting content for Instagram.

What was your first big milestone?

I would say things shifted a gear when I hit 10k followers on Instagram. I started getting interest from brands, I would be gifted products to style and at this point I signed up to the likes of Takumi and Tribe which

are influencer marketing tools to connect creators with brands for paid briefs. I remember my first ever paid job was in January 2017 with Jacobs Creek. I was paid £40 and that was to cover the wine and props, but it was such a thrill to be representing a household brand on my channel.

“IT'S IMPORTANT TO REMAIN ORIGINAL AND FOCUS YOUR ENERGY ON WHAT YOU ENJOY AND WHY YOU STARTED IN THE FIRST PLACE.”

How did you build a community?

My growth has always been very organic. There are so many accounts out there that are built on bought followers these days, which is foolish really because you can never gain engagement or have any influence over bots. It can take a while, but growing your community isn't just waiting for followers to come; you have to work at it. Success on social isn't about number of followers; it's about your percentage of engagement. So for me it was engaging with like-minded accounts, posting content regularly and always taking the time to respond to my audience so they feel valued. I remember there were some brilliant hashtags and incentives for creators back when I started which really helped me build a network with similar accounts. The #WIDN hashtag (What I'm Doing Now) would

be an example. Someone would upload a post to show what they were doing and tag a number of creators to keep the chain going. This was a great way of engaging with other interiors accounts.

When did Instagram begin to change for you and how did the algorithms and functionality changes affect your success?

The past year has been full of surprises on Instagram as they try to compete with the growth and popularity of TikTok. I have definitely noticed the algorithm having an impact on my feed and post performance at times. The whole prioritisation of video over static imagery for one. At the time a load of creators were vocal about their frustration, but I try not to get wound up by the changes. Instagram has been experimenting with a few functions and I'm pleased to see they have held their hands up when it hasn't worked. For me, I wanted to continue using my platform for content that I wanted to post. As an interior stylist static imagery is important, so I continued to post what felt right for me and my brand. It's such a fast paced industry and it can be so easy to be swept up by trends and competition, but it's important to remain original and focus your energy on what you enjoy and why you started in the first place.

How do you maintain/grow your audience differently now?

I think it's important to keep serving my followers the content that has always performed well for me, because this is what they want. I like to use my channel to express my personal style and this has served me well. Just as I would in the early days, it's about engaging with other accounts, posting often but for me the most important thing is that I continue to enjoy creating the content.



As social channels become more sophisticated, I do feel that any content that I post has to be of a high quality, that can make a big difference. The introduction of reels was a big move for Instagram, so that has been a big focus over the past couple of years (whilst I still pepper in static imagery when it suits). Trending audio can make a difference too. TikTok is all about trends, which I think serves a purpose, but I feel Instagram continues to celebrate authenticity and original creative ideas. I often find that simplicity can be powerful. I recently posted a 3 second reel that showed a quick transformation of my wardrobes which has clocked up 7.8m views and over 115k likes. Crazy!

What parts of your life as an Instagram creator do you most enjoy?

I love my job! I have always wanted to be a stylist, but living up North is hard as the opportunities aren't comparable to being

down South. So now, I feel incredibly lucky that I get to work with big brands, styling with newly launching products all from the comfort of my own home! I love getting briefs from brands and working up creative concepts then capturing the content and watching people respond to it when I post. I get a real buzz from it.

What's the future for your brand on Instagram in 2023?

I want to continue doing what I love. I look forward to seeing what collaborations come in 2023 and I really hope I continue to work with some of my favourite brands that I've established a real loyalty to over the past few years. I would love to look at creating a product line of homewares in the future. It's been a busy year transforming our new home, so I'm excited to get some time back to really focus on expanding my brand beyond social media. Stay tuned!

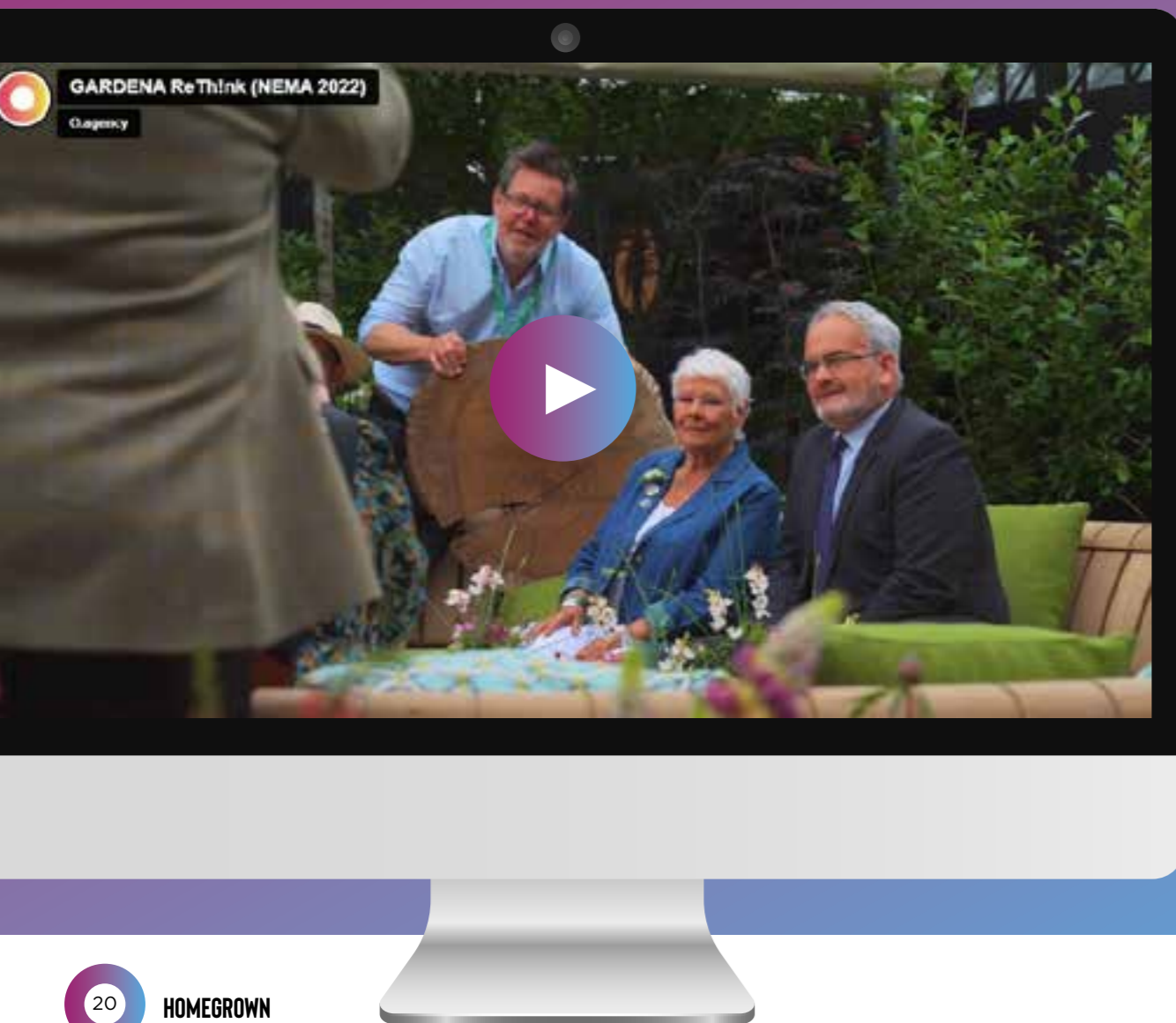


I RECENTLY POSTED A 3 SECOND REEL THAT SHOWED A QUICK TRANSFORMATION OF MY WARDROBES WHICH HAS CLOCKED UP 7.8M VIEWS AND OVER 115K LIKES. CRAZY!

GARDENA RETH!NK CAMPAIGN

Global gardening brand GARDENA is the leading brand for high-quality garden tools and is a market leader when it comes to putting sustainability at the forefront of all of its business practices. GARDENA wants to inspire passionate gardeners to learn about sustainable gardening practices and how they can contribute to a healthy and sustainable ecosystem – they believe now is the time to ReTh!nk.

The O team has worked with GARDENA as the UK campaigns and PR partner for over three years to develop campaign strategy, bring big, global initiatives to life, drive brand awareness and help them to launch new products to grow their market share in the UK.



The 2022 campaign brief was special and sustainable and aimed to educate and engage consumer audiences and the gardening trade press. Driving passionate gardeners to consider creating beautiful, eco-friendly spaces, be more socially responsible gardeners, and commit to adopting a more planet-friendly way of life. The creative campaign would highlight ReTh!nk, a global GARDENA initiative which focusses on their circular 3 R's ethos: Reduce, Repair and Recycle.

To deliver on the campaign objectives O conceptualised and developed a 360-campaign strategy and activation plan, led by consumer insight for the GARDENA target audiences. The campaign would span experiential, social, press and influencer activity, reaching all audiences in their preferred spaces and where they are most engaged with content.

Creating a consumer experience on a global stage

We wanted to put the campaign on a global stage and so we developed ideas for a key brand partnership and experiential experience that would see the campaign launch at the world's biggest flower show, RHS Chelsea Flower Show. It had to be big, bold and exciting!

The team at O found the perfect partner for the GARDENA campaign and developed and managed a brand partnership with eco-garden designer and warrior on waste, Lynne Lambourne.

The big experiential idea was to create an immersive sustainability experience that would allow consumers to feel and take in the campaign messages in real life, visiting the garden at the RHS Chelsea Flower Show and taking the ReTh!nk pledge.

The theme of the GARDENA garden was rewilding – with nature taking back control over the things that we have done to harm the planet. It was designed to make people rethink the way we have been living and guide our thought process from climate crisis to climate conscious. We ensured visitors were encouraged to take the GARDENA ReTh!nk pledge and be inspired to take simple steps to really make a difference going forward, by reducing single-use plastic consumption, adopting greener gardening methods and reconnecting with nature in their gardens.

The GARDENA ReTh!nk Pledge was a platform to inspire businesses and gardeners alike to adopt a kinder approach to the planet, while still creating beautiful green spaces. The experiential campaign was supported with point of sale, a wraparound national PR strategy, influencer campaign and video social media content. O managed all aspects of the campaign activation including managing national media and broadcast at the event, which saw consumers, celebrities and influencers taking part in the experiential elements of the campaign and featured on the BBC.



THE RESULTS

14

NATIONAL
MEDIA
FEATURES

2M

PEOPLE
REACHED
ACROSS THE UK

1K

WEBSITE
CLICKS

- **14 national media** features across the week of the RHS Chelsea Flower Show, reaching over **2m people** across the UK
- Across the week of the show, over **1k website clicks** to the new eco-line range, GARDENA'S first range of gardening tools made mainly out of post-consumer recycled material
- Activated an organic UK influencer campaign on sustainability issues which reached **over 200,000 relevant consumers**
- Recognition from the GARDENA global team stating the UK delivered the **most innovative campaign** for Reth!nk
- **Hundreds of people** have now taken the Reth!nk pledge

The big results the team are most proud of are the UK successes in a struggling market. In 2021 the total watering market declined by (26%) in value, but GARDENA grew **+11%** - with huge growth in garden centres of **+29%**. GARDENA were the only brand in the market to grow, showing the campaign investment paid off in a difficult selling season.

“ WE HAVE WORKED WITH ○ FOR MANY YEARS NOW, NOT JUST ON OUR GARDENA BRAND BUT ACROSS THE HUSQVARNA BRAND PORTFOLIO. WE'RE ALWAYS BLOWN AWAY BY THE NEW AND EXCITING APPROACH TO CAMPAIGNS. EVERY YEAR WE GO BIGGER, BETTER AND MORE EXCITING FOR THE CONSUMER AND BEING ABLE TO LAUNCH OUR EXPERIENTIAL BRAND PARTNERSHIP AT THE RHS CHELSEA FLOWER SHOW WAS A REALLY SPECIAL MOMENT FOR ALL OF US. THE TEAM AT ○ ARE AN EXTENSION TO OUR TEAM, BRINGING NEW SPECIALISMS, TONS OF ENTHUSIASM AND BIG IDEAS!

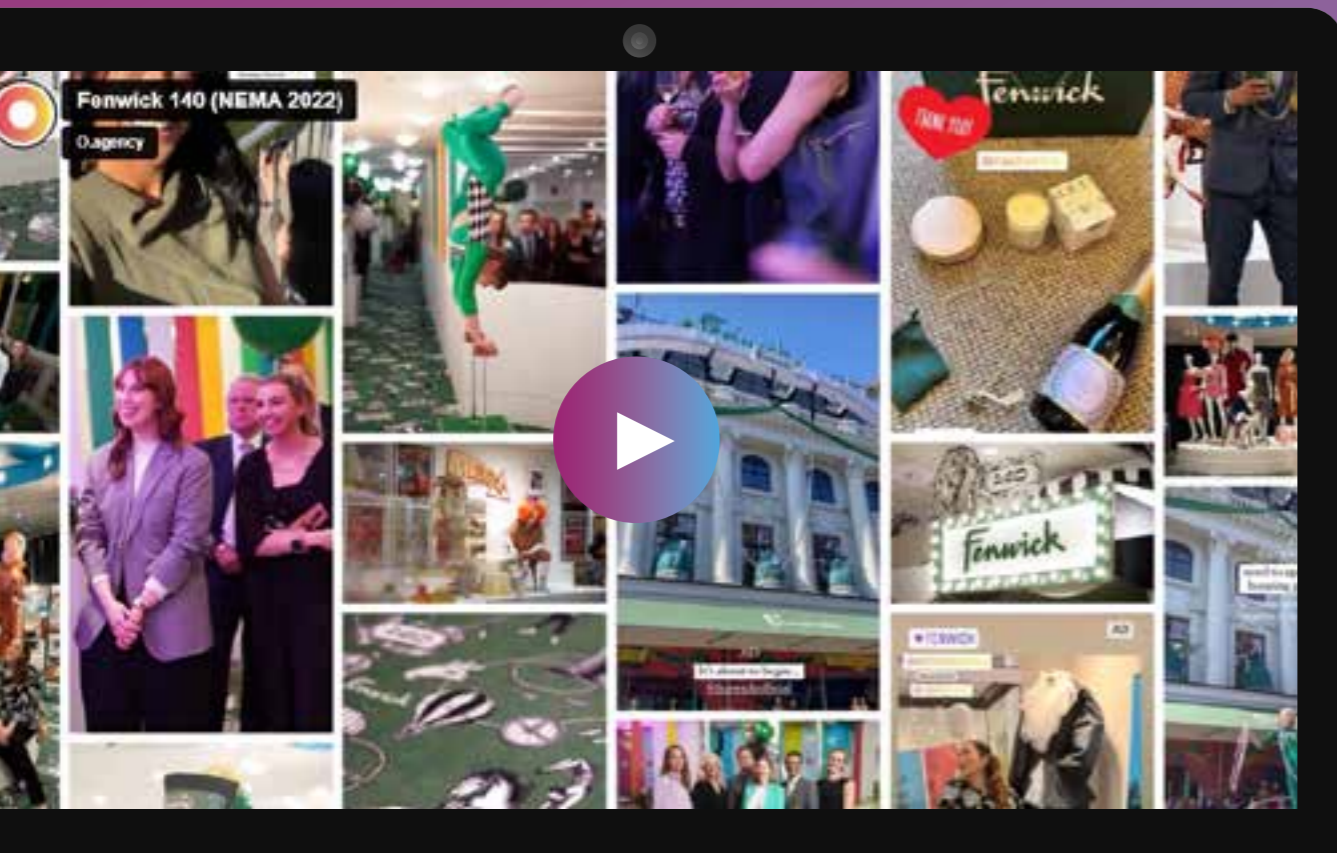
SARAH BENTHAM, UK MARKETING MANAGER FOR GARDENA

ReTh!nk

FENWICK 140 CAMPAIGN

One of the highlights of our agency calendar has to be working with Fenwick on the anticipated Christmas Window reveal each year! O works with the Fenwick brand marketing team on many projects throughout the year, from launching a pop-up shop in the Newcastle store to new product launches and celebrating big milestones for the business. As an extension of their London marketing team, we help bring their stories to life.

Last year, the iconic Newcastle department store celebrated its 140th birthday. With a non-stop parade of covetable collaborations, exclusive events and thrilling activities, 2022 saw the traditional store celebrate 'through the years' and excite their audiences with unexpected experiences.



This year-long campaign invokes founder John James Fenwick's visionary ability to attire women for modern life and his son, Arthur Fenwick's lifelong passion for the daring dazzle of the circus, casting a spotlight on the circus's spirit of curiosity, discovery, playfulness and individuality. From creating an instore clothes museum to launching new restaurants and facilities, the campaign was packed with activity - aiming to drive awareness and celebrate more than a century of Fenwick.

Throughout 2022 O led an integrated campaign to drive engagement of the year's headline activities through a mixture of PR, influencer activity and innovative events to create a word of mouth buzz about the store.

The campaign was geared to drive footfall and brand awareness around:

- Influencer campaigns for its **exclusive brand collaboration collections** from the likes of **Rixo and Barbour**.
- A spectacular **live circus** experiential performance which took place on Northumberland Street, with performances from some of the finest circus performers from the UK and beyond, including a gravity-defying aerialist, an internationally renowned hula-hooper and spectacular acrobats.
- **Exhibition 140** - an exhibition documenting the past through the inclusion of pieces from the Fenwick archive.
- **Launch of Café 140** serving contemporary dishes and drawing inspiration

from Fenwick's rich history of hospitality and dining experiences.

- A **collaboration** with fashion students from **Northumbria University** creating bespoke pieces for the modern day and inspired by the rich Fenwick archive and brand story.
- Launch of **Arthur's Restaurant & Music Club** - a new entertainment destination for dining, music, unique immersive events and more.

As part of 140, Fenwick partnered with Northumbria University's prestigious BA fashion programme on a number of exciting student projects. Drawing influence and inspiration from the Fenwick archive, students created contemporary reimaginings of pieces and stories they discovered to produce modern creations that symbolise female empowerment in the modern day. Selected pieces were displayed in Exhibition 140.

Fenwick and its exclusive brand partners draw inspiration from its founder - a dressmaker with a bold, entrepreneurial spirit whose creations always appealed to the modern woman - in creating exclusive collections across womenswear, menswear, beauty and fashion accessories, drawing on Fenwick's history and the modern day to mark the 140th celebrations.

The success of the Fenwick 140 celebrations came from picking the perfect collaborators, creators and brand partners to bring the exclusive history of the brand to the modern and eclectic customer.





THE RESULTS

60 REGIONAL & NATIONAL MEDIA MENTIONS

£1.7M PR VALUE

11.8M READERSHIP

- **60 pieces of regional and national media** coverage achieved to YTD
- **Regional broadcast** feature on ITV Tyne Tees
- **National radio coverage** on BBC Four
- **PR value: £1,788,708** (including coverage with 140-year mentions)
- **Readership: 11,899,307**
- **Five social influencers** secured, reaching 1.1m consumers
- A campaign **ROI: £149 : £1**



“ THE TEAM AT ○ UNDERSTAND OUR BRAND SO WELL! THEY ALWAYS CREATE THE PERFECT CAMPAIGNS TO MAKE A NOD TO OUR HISTORY AND OUR FUTURE, PAIRING US WITH THE PERFECT INFLUENCERS AND BRANDS.

ALEX BAKER, PR & COMMUNICATIONS MANAGER FOR FENWICK



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OVER 20 EMPLOYEES

North East
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2022



AGENCY

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Using our specialist software tools and expert influencer marketing strategists we can use data to design your approach to creator collaborations that bring real return on your investment.

Or if you wish to build your own influence on social media, let us develop your personal brand strategy. From here our creative team will develop a content strategy that will bring your brand to life. For a FREE consultation on building your influence, contact letstalk@o.agency.

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