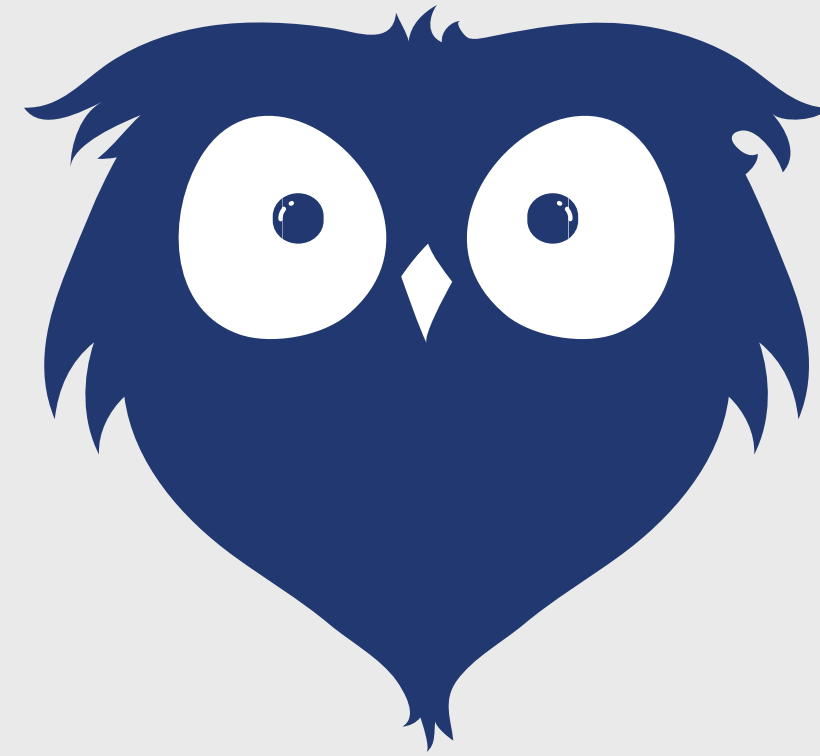


FEATURED CASE STUDY

Clever point



THE BRIEF

We were asked to **increase awareness for the Clever point service** through Facebook & Instagram.

# THE CHALLENGES

## THE CHALLENGES

# 1. CONFUSING SERVICE

Users could easily get confused believing that Clever Point is just another Courier service.

Clever point is not a courier it's a network of parcel pickup points.

THE CHALLENGES

## 2. RESTRICTED BUDGET

With a very **small media budget** we had to educate **3 different audiences** about the Clever Point service while also communicating a **different message** to each audience.

**Target online buyers**  
to communicate B2C services.

**Target E-shop owners**  
to persuade them to add the Clever Point option on the e-shops checkout.

**Target store owners**  
to persuade them to become a Clever Point.

## THE CHALLENGES

# 3. FORMAT RESTRICTIONS

A video would be the best choice since we would have the ability to communicate a lot of information fast in a fun way.

However, we **did not have the option of creating a video production since the budget was limited.**

The whole message should be displayed on static Some posts.

Is it hard enough yet?

THE CHALLENGES

# 4. EDUCATING ABOUT A SERVICE CAN BE VERY BORING

Educating users on SoMe is challenging since **the message has to be short, attractive and fun.**

# THE IDEA



## THE IDEA

We created a series of SoMe static ads with the concept «Το πήρα από...», that followed 3 fundamental rules:

THE IDEA

# 1. Scroll-stopping power

Every visual had the power to stand-out in the overflooded newsfeeds, creating a feeling of curiosity to the users.

THE IDEA

## 2. Weird copy

The copy accompanying each visual had a weird factor which would make users to want to learn more and thus click on the link to read more about the service.

THE IDEA

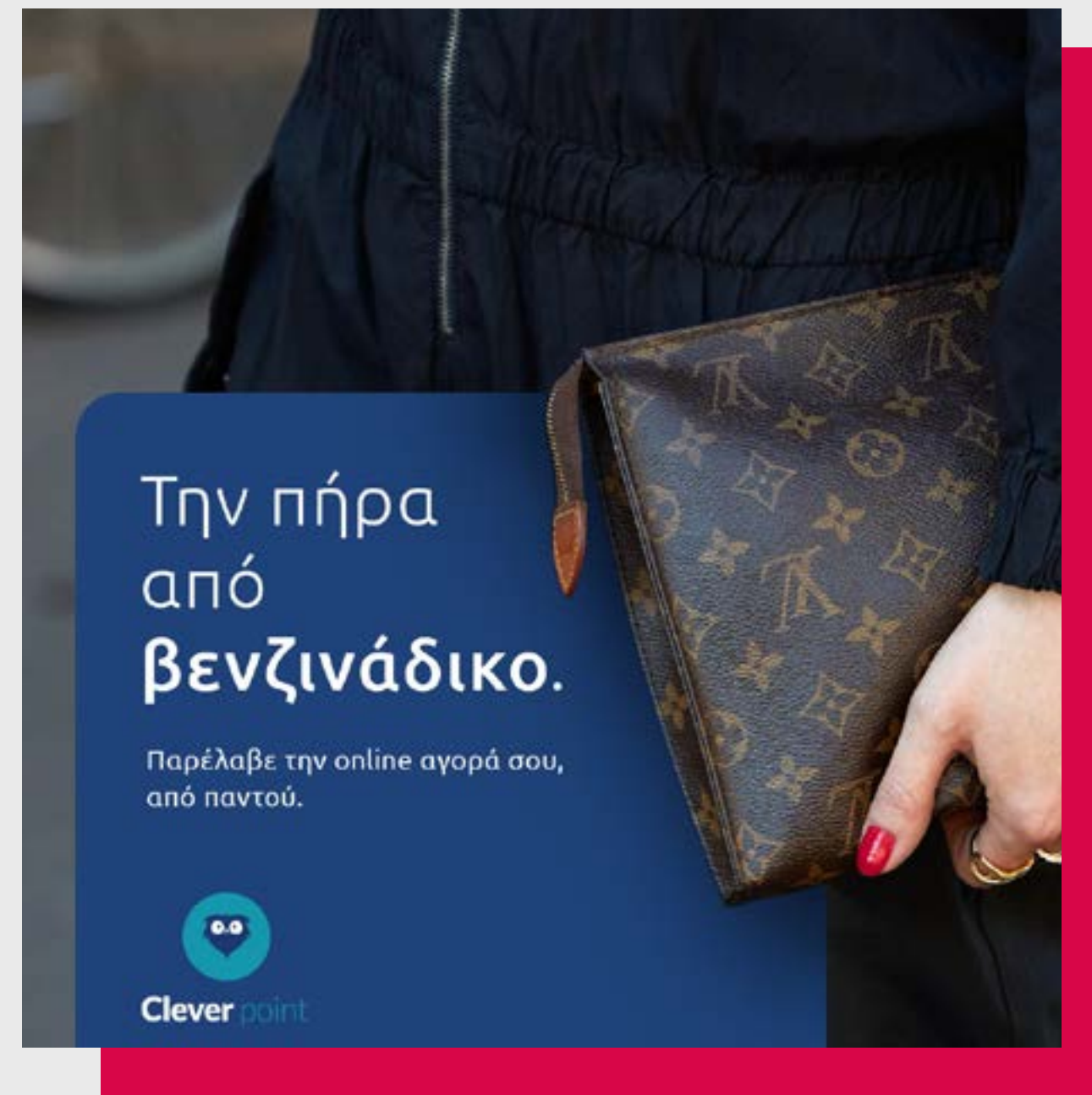
## 3. Fresh visuals

All visuals were fresh and modern to highlight the brand's innovative character.

SOCIAL MEDIA POSTS



SOCIAL MEDIA POSTS



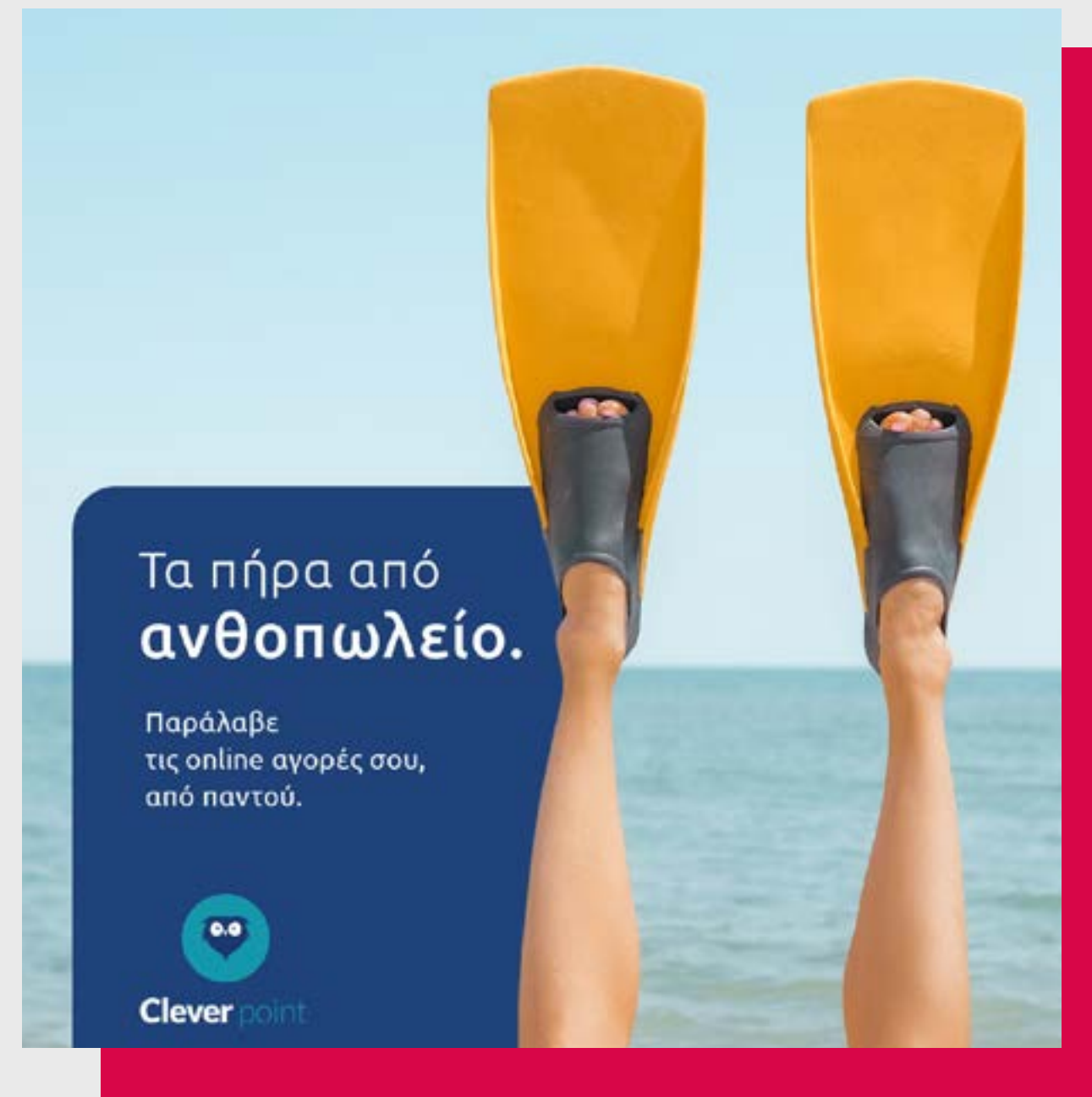
## SOCIAL MEDIA POSTS



SOCIAL MEDIA POSTS

SEASONALITY

Summer Post

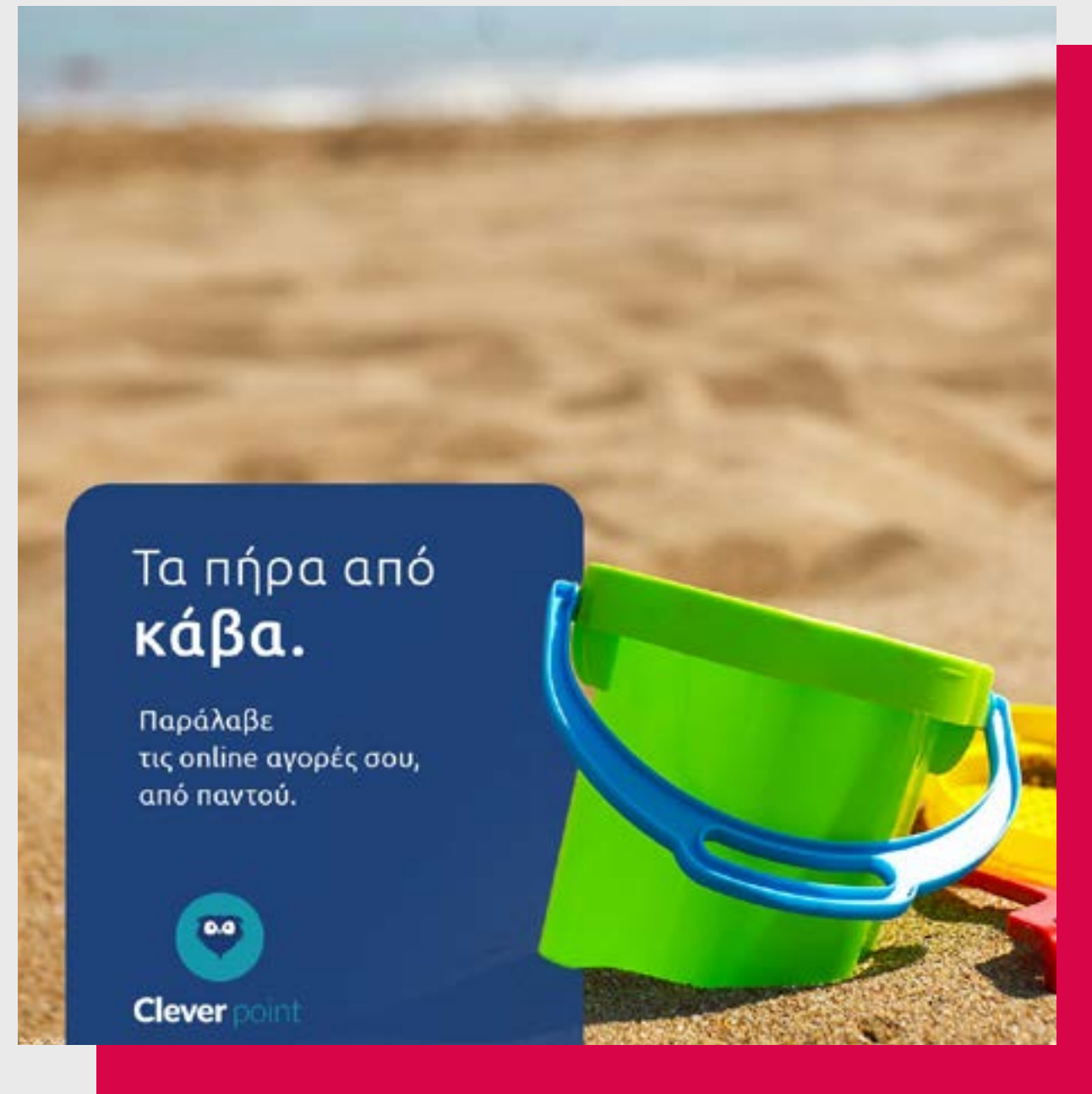




SOCIAL MEDIA POSTS

SEASONALITY

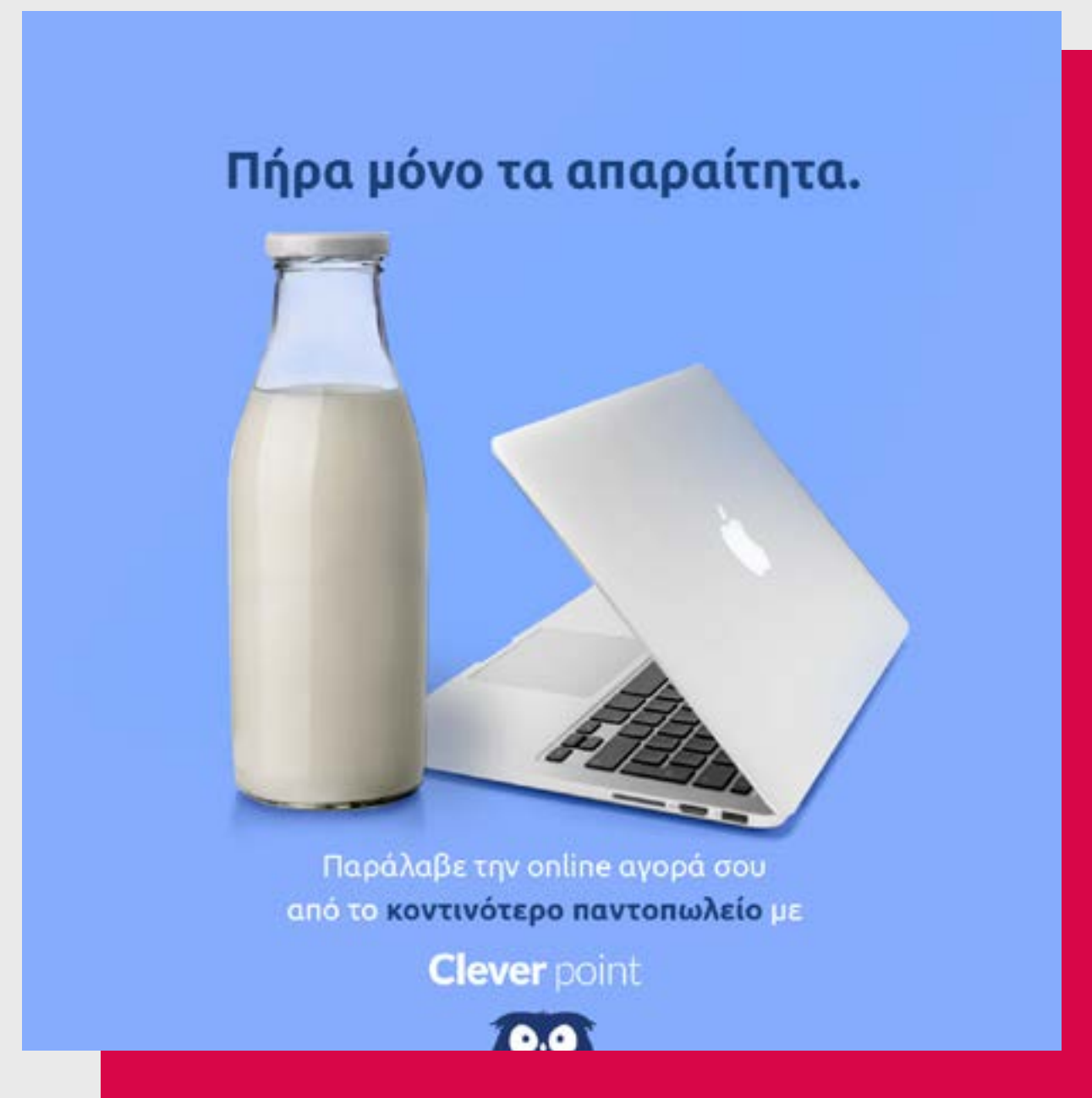
Summer Post



SOCIAL MEDIA POSTS

**REAL-TIME  
MARKETING**

Covid-19: During  
the 1st Lockdown



# THE RESULT

ΣΕ ΔΙΑΣΤΗΜΑ ΕΝΟΣ ΕΤΟΥΣ

**1,388,292**

REACH

**x 5.83**

FREQUENCY

**8,088,422**

IMPRESSIONS

**89,312**

UNIQUE LINK CLICKS

**110,761**

LINK CLICKS

**€ 0.09**

CPC

**89,770**

LANDING PAGE VIEWS

**14,487**

POST REACTIONS

**6%**

POST ENGAGEMENT RATE

**€0.04**

COST / POST  
ENGAGEMENT

**€0.11**

COST / LANDING  
PAGE VIEW

**+160%**

FOLLOWER INCREASE

**THANK YOU!**

**Humble.**