



CASE STUDY

Client: Buzz Bingo

Campaign: British Soaps: Life & Death

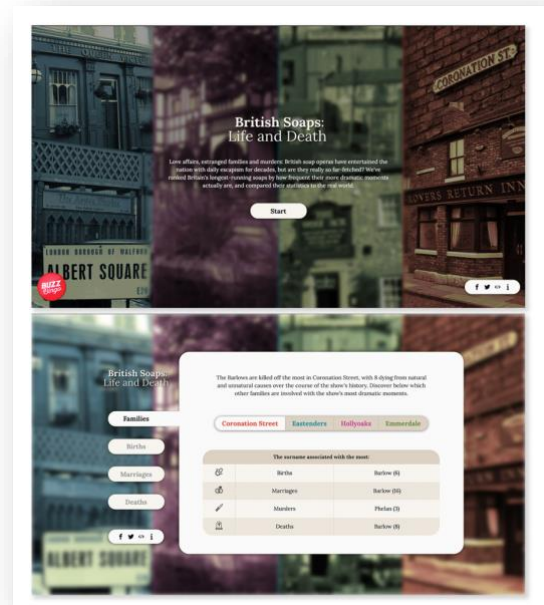
Markets: UK

Services: Creative Campaign development and Strategic Outreach

The objectives:

The overall objectives were to:

- Generate high authority links
- Increasing organic search engine rankings, thus increasing traffic.



What we did:

Using data from Wikipedia we sourced birth, death, murder and marriage data from each soaps page. We then compared this information to data collected from the Office for National Statistics to make comparisons to real life. Our team of designers and developers collated the information to then create a shareable asset that would peak the interest of journalists.

The results:

- **Unique creative campaign** was produced with quality in focus
- **56 linking root domains** from some of the biggest authority sites including; [Sun](#), [Yahoo Entertainment](#), [Daily Star](#) (12 times), [NME](#), [Digital Spy](#), [Mirror Online](#), [Daily Mail](#), [Evening Standard](#), [MSN](#), [Independent Online](#).



INDEPENDENT



- More than **415,000 campaign views**
- **Over 7,000 shares** on social media through the coverage it gained; as well as through the campaign page itself.



- Linkscore of **7,002** points.

Impact for the client:

Visibility for Buzz Bingo **grew 1500%** from when we commenced work in October 2018.

Buzzbingo.com visibility UK June - December 2018

