

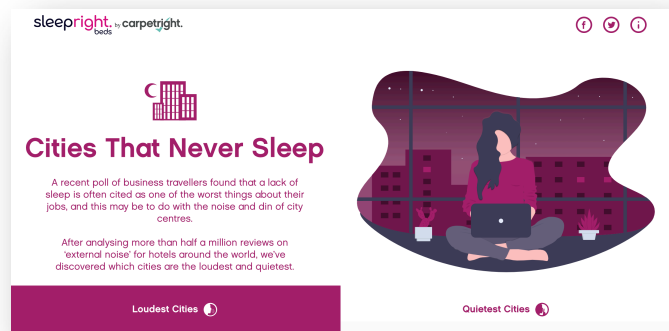
CASE STUDY

Client: Carpetright

Campaign: Cities That Never Sleep

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:

A recent poll of business travellers found that a lack of sleep is often cited as one of the worst things about their jobs, and this may be to do with the noise and din of city centres. After analysing more than half a million reviews on ‘external noise’ for hotels around the world, we’ve discovered which cities are the loudest and quietest.

We scraped every hotel in [Booking.com](https://www.booking.com) and analysed for the proportion of ‘loud’ or ‘quiet’ mentions in every review. To provide a balanced analysis, hotels without reviews for both loudness and quietness were excluded from the final sample. Over 10,000 hotels and 500,000 hotel reviews in more than 200 cities were included in our research, enabling us to create a piece that was not only reliable and accurate, but interesting and informative.



The results:

- **A reliable and informative creative campaign** was produced which gave journalists a huge amount to talk about, delivering both local, national and global coverage.
- **252 linking root domains** (and still counting) from some of the biggest authority sites including; [USA Today](#), [The Scotsman](#), [The Yorkshire Post](#), [The Edinburgh News](#) and [The Evening Telegraph](#).



- Total views estimated to be around **274,848**
- A Linkscore of **3,527** points.