

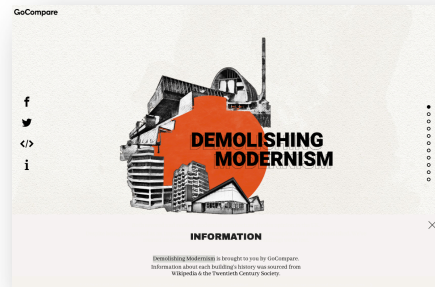
CASE STUDY

Client: GoCompare.com Home Insurance

Campaign: [Demolishing Modernism](#)

Markets: UK

Services: Creative Campaign Development,
Strategic Outreach and Tech SEO



The objectives:

Verve Search have been working on GoCompare.com products since 2015. For this campaign they wanted to;

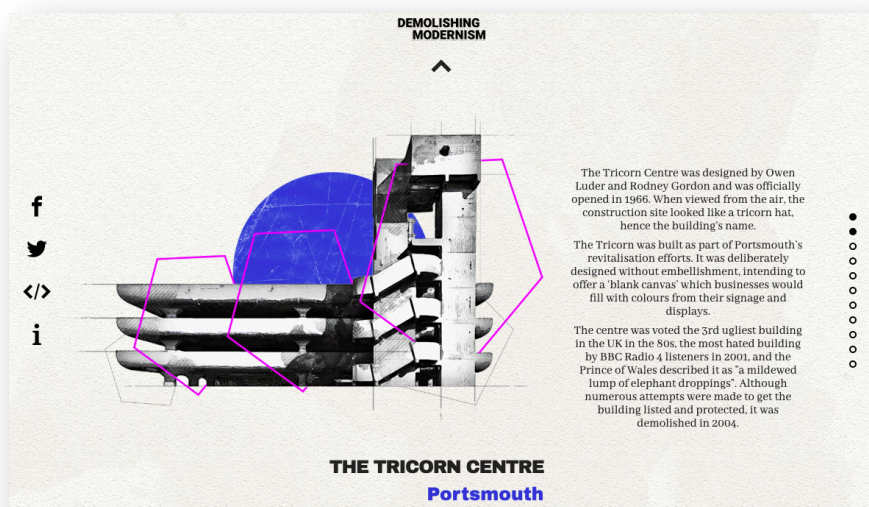
1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver a minimum LinkScore of 5,000 points
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

Both revered and reviled, modernist architecture (also known as Brutalism) divides opinion in the UK. This became apparent in our office when the initial idea as it caused heated debate with some arguing the buildings were too unattractive, whilst others thinking they were beautiful. We know if a topic causes a heated debate in our team, then it's bound to be of interest in the outside world!

Despite being recognised as an important architectural movement, many examples have been demolished, so in celebration of the style we created an illustrated tribute to the modernist buildings we've lost. Our team of researchers pulled together reams of potential buildings we could cover, and once the shortlist was agreed they went off and found out more information about each construction and their designers.

This campaign proves that content can go a long way with just beautiful illustrations, a well designed website and interesting information.



The results:

- We created an alternative and niche piece content which piqued the interest of a range of journalists
- **197 links** from some of the biggest authority sites including; [Yahoo](#), [The Guardian](#), [The Independent](#), [Fast Company](#), [Design Observer](#), [The Northern Echo](#), [The South Wales Argus](#) and [World Architecture News](#)



- Linkscore of **9,845** points.
- The campaign was viewed **134,696 times**
- **Thousands of social shares**, including from the Royal Institute of British Architects, The Twentieth Century Society, (the charity concerned with preserving Britain's modernist architecture), Deutsches Architekturmuseum and Arch Atlas.
- The campaign achieved some great offline coverage, including **Portsmouth News and The Northern Echo**.

What did they client say?

“

We have been so impressed with the creativity of the campaigns Verve Search have produced for us and the coverage it's achieved. Their dedication to quality and results is second to none. And it shows in the results.

Anders Nilsson, Head of PR and Outreach.

GoCompare.com

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