

CASE STUDY

Client: Expedia UK

Campaign: [Historic London](#)

Markets: UK

Services: Creative Campaign
Development and Strategic Outreach



The objectives:

Expedia approached Verve Search asking us to create a campaign that would:

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver LinkScore results of over 1000 points.
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

Using Google's Streetview functionality, we overlaid 100 year old photographs above the current sceneries to create Historic London. This enables users to peruse the bustling streets of London to see how some of the most famous parts of England's Capital looked as far back as 100 years ago.

Our plan was to create a simple, engaging gallery featuring historic images of key places and tourist hotspots in London and overlay them onto the modern day view of the location. In order for our campaign to stand out, we didn't just want to overlay on top of modern photos, we took the extra step of placing historical images on top of Google StreetView. This allowed viewers to compare the famous touristic spots in a much more interactive way.

We curated high-quality images of famous landmarks and destinations in London and ensured that the images were appropriately framed to match the current view as seen on Google StreetView. This was a significant challenge as it was important to ensure position, angles and scale matched StreetView to give the user the best experience.

We worked on a kick-ass outreach strategy was required in order to create some 'buzz' around the campaign in advance, which would result in a surge of links from the launch.



The results:

- We created a **innovative and unique campaign** allowing users to explore streetview from a completely new perspective.
- **89 linking root domains** from some of the biggest authority sites including; [Business Insider](#), [Time Out](#), [Independent](#), [Daily Mail](#), [Evening Standard](#), [The Sun](#), [ITV](#), [BT](#)



EveningStandard.

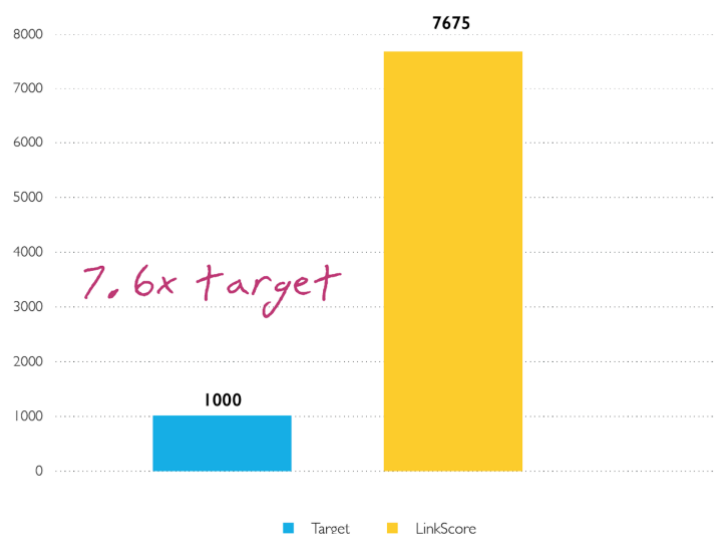
TimeOut



Daily Mail



- **Over 164,000 campaign views**
- The campaign has **supported and increased brand recognition** efforts through offline coverage, social and print, featuring offline in **The Sun and Scotsman**
- The campaign was **shared over 90k times** from some major accounts.
- **ITV London news also covered the campaign** in a segment during their evening news broadcast.
- Linkscore of **7675**





What the client said:



Verve Search's bold and innovative approach has proven to be a huge success for us time and time again. They regularly exceeded our expectations not only with their creative campaigns and production but also with their forward thinking. They continue to get links from some of the most high-profile sites in the Nordics and we couldn't be happier with the results!

Anna Stower, SEO Manager.

Expedia Inc.

