

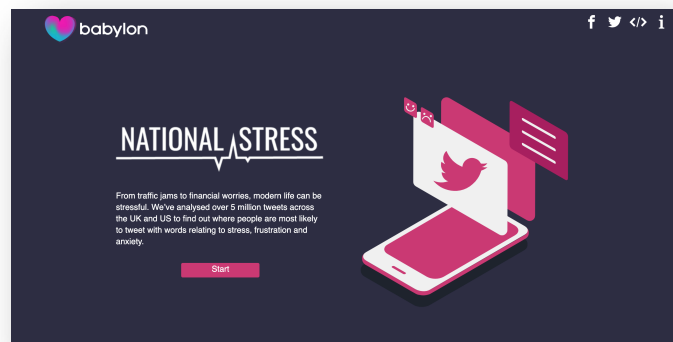
CASE STUDY

Client: Babylon Health

Campaign: [National Stress](#)

Markets: UK

Services: Creative Campaign development and Strategic Outreach



The objectives:

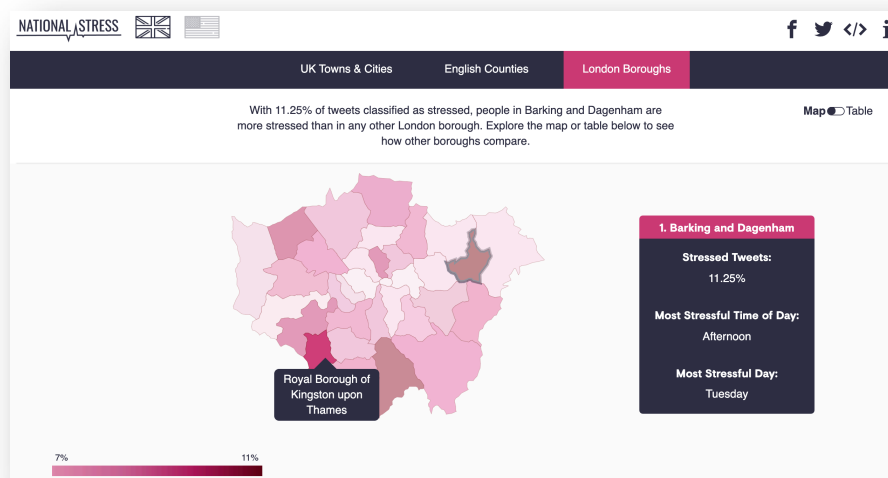
The overall objectives were to:

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

What we did:

From traffic jams to financial worries, modern life can be stressful. We've analysed over 5 million tweets across the UK and US to find out where people are most likely to tweet with words relating to stress, frustration and anxiety.

We gathered data from Twitter in real-time over two consecutive weeks in every US state, UK county, New York borough, London borough and the 100 most populated cities and towns in both the UK and US. This produced a sample of over 5 million tweets – a huge amount of information to sort, even for our team of experts data analysts. So we got in touch with Mike Thelwall, Professor of IT at Wolverhampton University who developed [TensiStrength](#), a tool which would enable us to clean and analyse the data, enabling us to identify the most stressed regions.



The results:

- **An insightful and sensitive creative campaign** was produced with quality in focus quality.
- **195 linking root domains** from some of the biggest authority sites including; [Time Out](#), [Metro](#), [MSN](#), [LA Times](#), [Miami Herald](#), [Chicago Tribune](#), [Orlando Business Journal](#), [Houston Chronicle](#) and [Sun Sentinel](#).



METRO

LA Times



Chicago Tribune



SunSentinel

HOUSTON★CHRONICLE

- More than **1,030,070 campaign views**
- **Over 85,000 shares** on social media through the coverage it gained; as well as through the campaign page itself.
- Linkscore of **9,595** points.
- The campaign achieved some great **offline coverage**, including **TimeOut London** and **I News**.



Impact for the client:

After 6 months (during which time we launched and outreached a series of three campaigns which included National Stress) **organic visibility increased by 134%** which lead to a **129% revenue increase**

