



CASE STUDY

Client: IG

Campaign: [Pay Check](#)

Markets: UK, France, Australia, Singapore

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 LinkScore results of over 1000 points.
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

In order to create a series of graphs and tables showing the variations between the pay of World Leaders, we took data from Organisation for Economic Co-operation and Development.

By putting these stories together in a series of shareable, interactive graphs we were confident that we would get significant coverage.

Here are the base pay* packets for the heads of state and government in the OECD:

- Australian President Malcolm Turnbull earns \$527,854 per annum - more than any other head of government in the OECD
- Queen Elizabeth II is the highest paid head of state in the OECD, with a sovereign grant worth \$107,392,287 per annum

HEAD OF GOVERNMENT HEAD OF STATE ALL \$ ▾

#	NAME / ROLE	↕ COUNTRY	↕ BASE PAY (\$)
1	Malcolm Turnbull - Prime Minister	Australia	527,854
2	Alain Berset - President	Switzerland	482,958
3	Donald Trump - President	United States	400,000
4	Angela Merkel - Chancellor	Germany	369,727
5	Jacinda Ardern - Prime Minister	New Zealand	339,862

* Base pay has been used as a generic term for each person's base salary, royal grant or other form of publicly funded compensation for their stated role.



The results:

- We created an **original asset** that was loaded with multiple angles for journalists to write a variety of articles around.
- **81 linking root domains** from some of the biggest authority sites including;



- More than **781,000 campaign views**
- **Over 128k shares** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).
- Linkscore of **7,082** points.
- The campaign was also covered on television by Australian breakfast news programme, Sunrise.

