



CASE STUDY

Client: Tide Campaign: <u>Pioneering Women</u>

Markets: UK and US

Services: Creative Campaign development and Strategic Outreach



The objectives:

The objectives set by Tide were to create a campaign that will:

- Achieve top-tier, authoritative, editorially valid links that increase site authority.
- Deliver a LinkScore (our proprietary metric of link value) of over 1,500.
- Support and increase brand recognition efforts through coverage, social and print.

What we did:

Based on two key pillars in Tide's mission statement, entrepreneurship and gender equality, we created a data led campaign, analysing the backgrounds of women who started businesses that received at least \$1 million in funding to discover which university/business school, degree and location produces the most female founders.

The aim was to include as many interesting angles as possible, enabling us to reach out to each journalist with the angles most suit their specific audience.

All data used in this campaign was sourced from Crunchbase, which not only provides an unbias third party data source, but also lends credibility to the campaign due the their reputation.

PIONEERING WOMEN	MOST FEMALE FOUNDERS HIGHEST % OF FEMALE FOUNDERS
	of the 403 degrees obtained from UK colleges by female founders, nearly a quarter were from Oxbridge. We counted 46 and 45 degrees awarded by the University of Cambridge and the University of Oxford respectively.
Founders UK	University of Cambridge
	University of Oxford 45
	London School of Economics and Political Science (LSE)
	Imperial College London
	University of Bath
	> University of Leeds
	Sing's College London
	8 University of Edinburgh
	8 University College London (UCL)
	8
if 🖌 🖉 🐵	University of Bristol





The results:

- We created an informative and unique piece content which was stacked full of angles.
- 93 linking root domains from some of the biggest authority sites including; <u>The Telegraph</u> (who not only covered it <u>twice</u> but the links were follow links which is incredibly rare for them!) <u>Forbes</u>, <u>The Business Journals</u>, <u>Stuff</u>, <u>TechCrunch.com</u>, and <u>TechCrunch Japan</u>



- More than 257,000 campaign views
- More than **5,800 social shares** from channels like University of Bath and Tech Crunch
- Linkscore of **3,357** points.



University of Bath

New research from @TideBusiness has rated @UniofBath as one of Britain's best universities for female founders!

Read more about the study in @Forbes 👇

forbes.com/sites/davidpro



1:19 PM - Nov 7, 2019 - Twitter Web App