

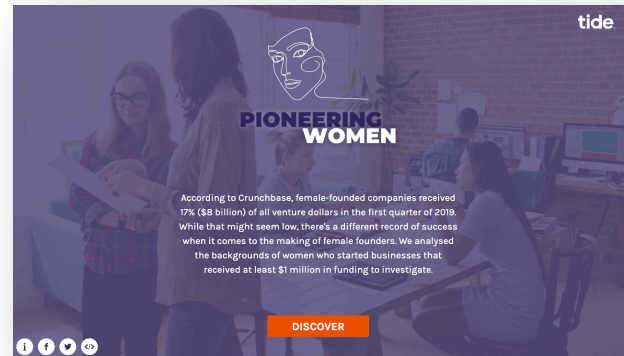
CASE STUDY

Client: Tide

Campaign: [Pioneering Women](#)

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:

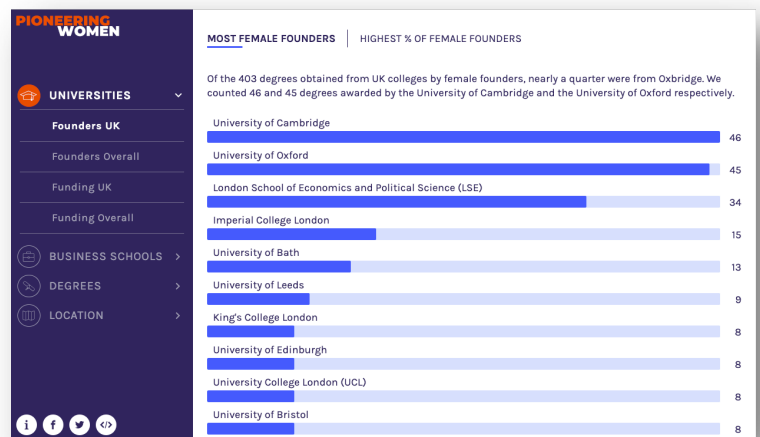
- Achieve top-tier, authoritative, editorially valid links that increase site authority.
- Deliver a **LinkScore** (our proprietary metric of link value) **of over 1,500**.
- Support and increase brand recognition efforts through coverage, social and print.

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 unbiased third party data source, but also lends credibility to the campaign due to their reputation.



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; [The Telegraph](#) (who not only covered it [twice](#) but the links were follow links which is incredibly rare for them!) [Forbes](#), [The Business Journals](#), [Stuff](#), [TechCrunch.com](#), and [TechCrunch Japan](#)



- 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.

