

FUTURE LEGENDS.



JEWSON

With the current skills gap growing within the construction industry, engaging and celebrating emerging talent is more important than ever.

As a business, Jewson is dedicated to supporting and developing the next generation of tradespeople. With this in mind we partnered with highly successful social influencers On The Tools to create Future Legends by Jewson.

Future Legends, delivered through a closed Facebook group and supported by On The Tools main Facebook page as well as offline activity, ran throughout the month of March 2018.

31 daily challenges allowed mass participation as well as repeat engagement across the group. The members were challenged to create Malteser tape measure runs, sing their hearts out in vanpool karaoke, spot the Jewson truck as well as a variety of other tasks designed to engage with their age group. A daily winner was selected with all 31 winners (plus a mate) being invited to a grand finale event which was streamed over simultaneous Facebook Lives with the chance to win a holiday for four to Ibiza.

The pre-campaign activity delivered an overall reach of 3,362,235, with the full campaign delivering a reach of 770,722 within the closed group. 413 additional Jewson Foundation Plus accounts were opened as a direct result of the campaign (a 726% increase the monthly average). Overall awareness of Jewson increased by 54.8% with consideration of purchasing at Jewson increasing by 51% post campaign.

OVERALL

- 5,503,154 REACH**
- 2,219,492 VIDEO VIEWS**
- 38,566 REACTIONS**
- 39,529 COMMENTS**
- 5,072 SHARES**
- 13,200 MEMBERS INCREASED (DEC-MARCH)**

PRE-PROMO

- LIVE** 561,650 reach
- 3,362,235 people reached
- POSTS**
474,147 people reached
- STORIES**
193,659 views
- 114,545 views
- 204,663 reach (impressions)
- GROUP**
10,600 increase in members
14,500 overall members

31 DAYS OF CAMPAIGN

- 770,722 reach
- POSTS**
303,629 reach
5,566 reactions
302 comments
- STORIES**
177,691 views
- 45,339 views
- 103,842 reach (impressions)
- GROUP**
2,600 increase in members
16,481 current members in the group
488 overall reactions
3,317 overall comments

FINAL LIVE

- LIVE**
- 283,916 reach
- 101,793 video views
- 577 reactions
- 1,991 comments
- 60 shares