OXFAM UNWRAPPED

Consistently shortlisted and presented with a Drum Search Award, Click Consult’s ‘Bloggers Against Poverty’ campaign provided the worldwide charity brand not only results but a community committed to spreading their message.

ABOUT OXFAM UNWRAPPED

Oxfam’s purpose is to help with the creation of lasting solutions to the injustice of poverty. Part of a global movement for change, they seek to empower people to create a future that is secure, just, and free from poverty.

Oxfam use a combination of public education, rights-based sustainable development programs, campaigns, advocacy, and humanitarian assistance in disasters and conflicts – they seek to challenge the structural causes of the injustice that is poverty, working with allies and partners locally and globally to change the world.

BLOGGERS AGAINST POVERTY

The award came as a result of Click Consult’s mixture of multimedia asset creation as well as the provocation and harnessing of the existing empathy with and genuine good feeling for Oxfam as a charity brand. Though the peak interest in the charitable gift idea had long since passed, we felt that the same spirit expressed during its highest peak in 2006 could well be recaptured through implementation of a bespoke and dynamic content marketing campaign.
In order to achieve the desired results, the campaign objectives were set as:

- Increasing brand awareness across demographics.
- Positively impacting page rankings across the whole ‘Unwrapped UK’ site area.
- Increasing the organic rankings for the vital ‘Charity Gifts’ search term.
- Creating natural, high quality and shareable content.
- Creating a campaign which empowered bloggers, making them want to be part of it.

Increasing brand awareness was achieved in a variety of ways – each of which was nested and interlinked with all of the other areas of the campaign’s aims – from outreach to and conversation with bloggers carried out on social media, to the creation of a bespoke ‘badge’ to generate links and the creation and distribution of high-definition, high quality images and informative fact-sheets to encourage the active participation of existing and newly fostered blogger communities.

As Oxfam is a globally recognised brand, assets needed to be not only of great quality, unique and compelling, but also able to blend seamlessly with existing Oxfam assets and branding strategies. It also had to be dynamic enough to be regularly updated in order to take advantage of and build upon pre-existing seasonal peaks in traffic and sentiment.

The effort was not only in seeking to build an outreach campaign, but also a community – we knew that the best results possible were always more likely to be achieved by appealing to, harnessing and directing the goodwill Oxfam has accrued throughout their 80+ years of existence, and then directing it into this struggling area of their site, thereby enabling participating bloggers to wear their support of the campaign with pride using unique visual assets and by remaining open to any dialogue with bloggers that needed information or assets, ensuring that they were getting the right message to the right people.

It is for this reason that the campaign was awarded The Drum Search Award for ‘Best Charity/Not for Profit Campaign’, but also the reason for the fantastic results achieved overall.

THE RESULTS

In addition to fantastic placements across the web, the following stand out results also contributed to the award win:

- **22.64%** increase in sessions.
- **27.10%** increase in transactions.
- **3.64%** increase in ecommerce conversion rate.
- **32.73%** increase in revenue.