

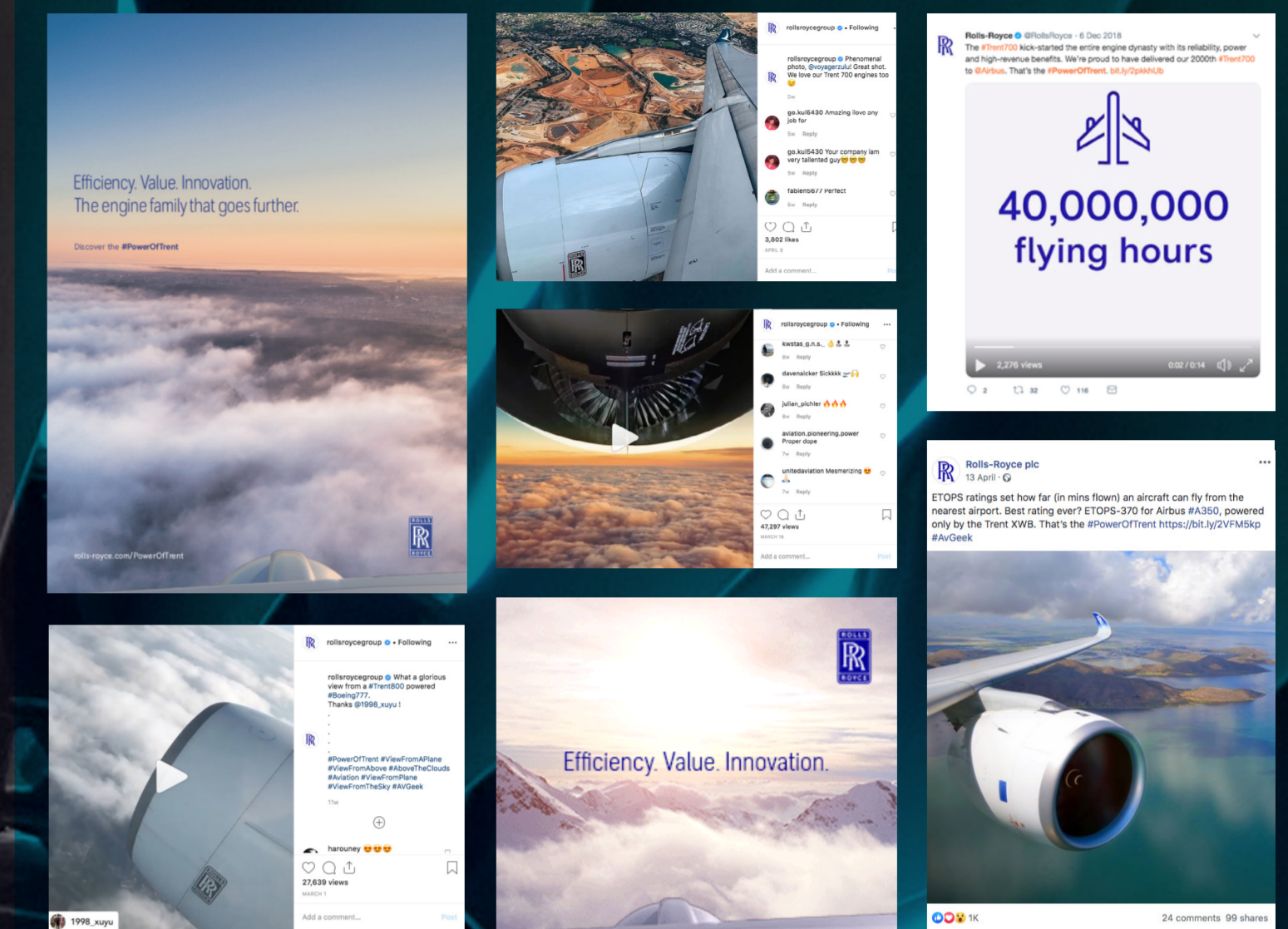
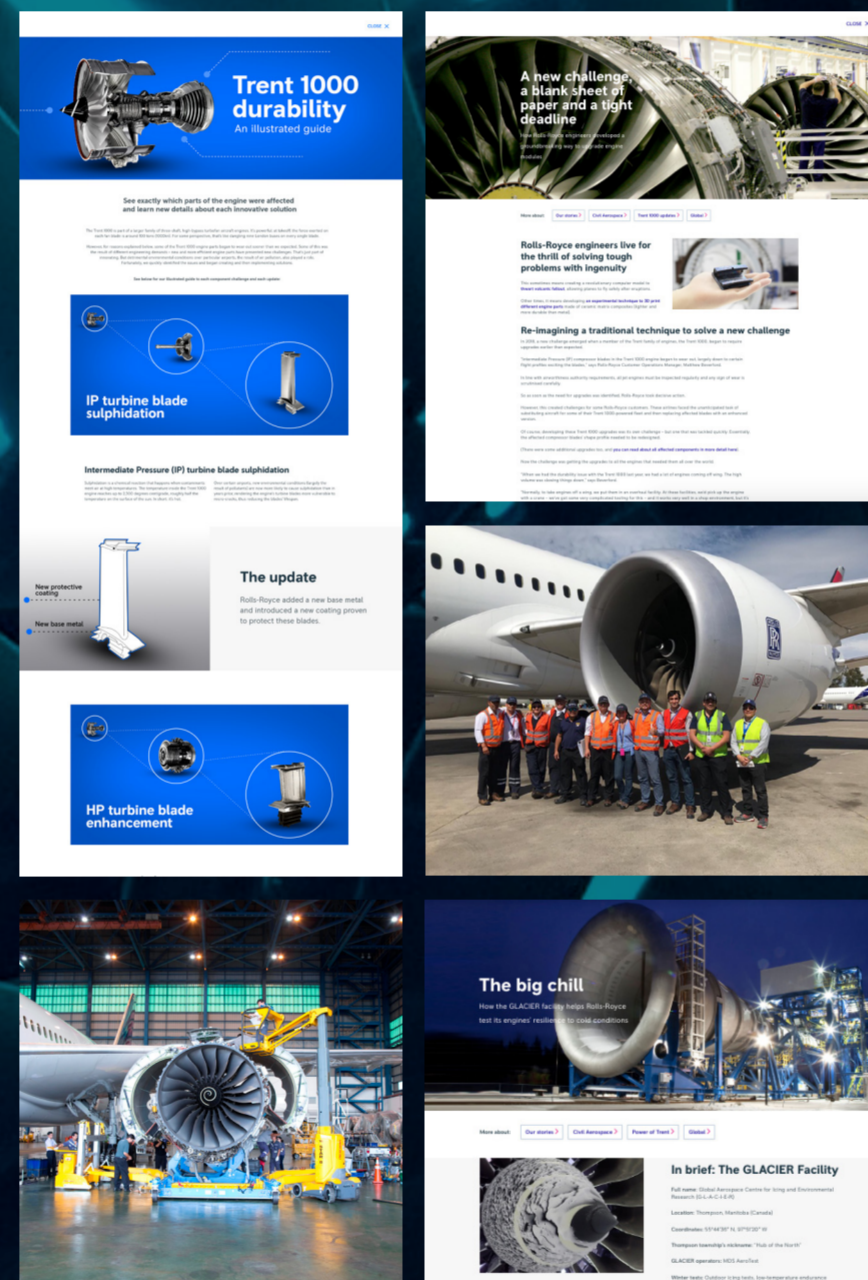


#PowerOfTrent

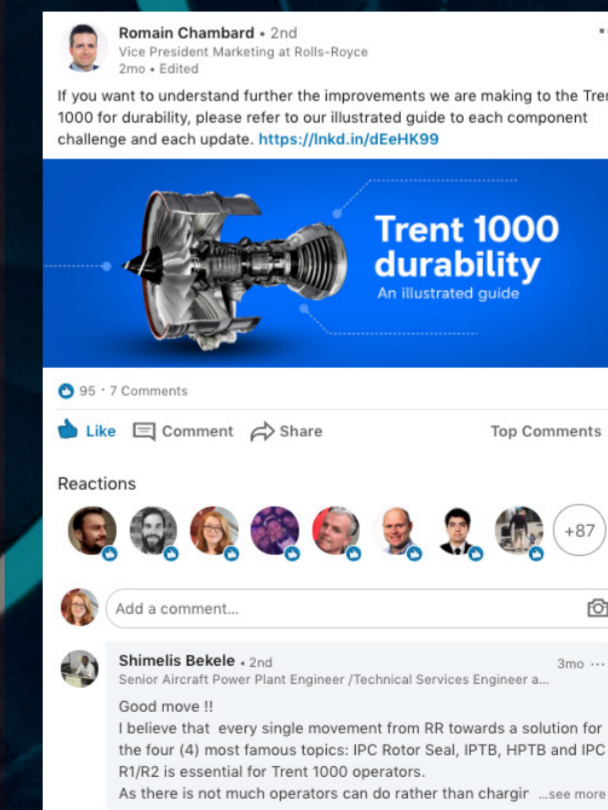
Targeted Multi-Channel Promotions

Turning negative noise into positive engagement and restoring brand confidence in this British engineering institution. We achieved this through the effective use of big data insights and high-volume newsroom content, activated with targeted multi-channel promotion.

Content Newsroom



From Negative Noise to Positive Engagement

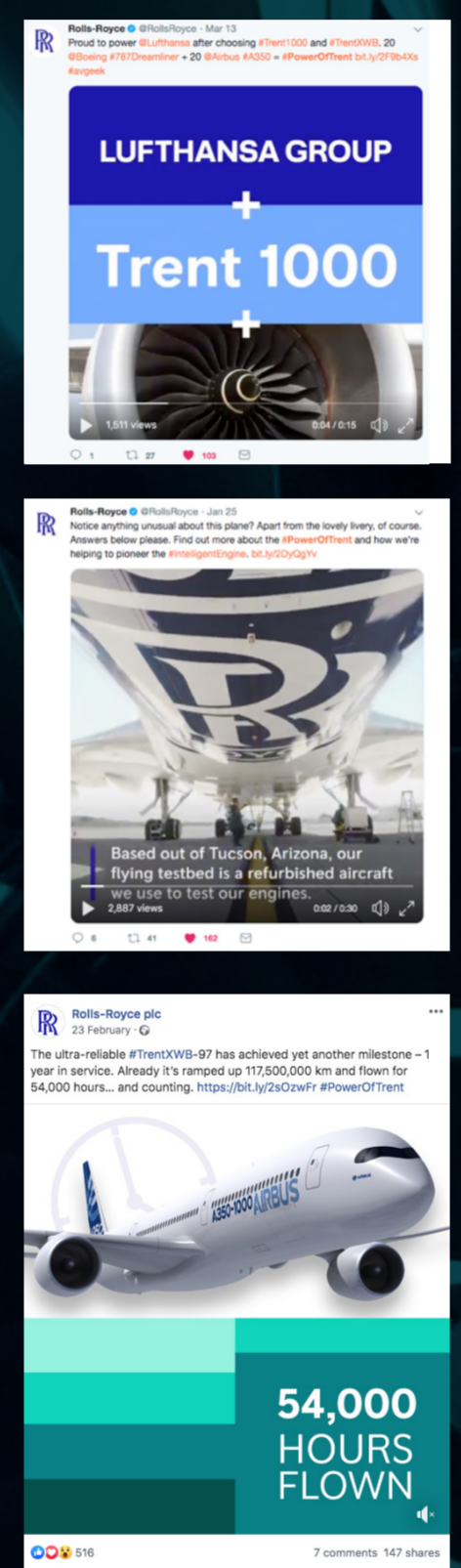
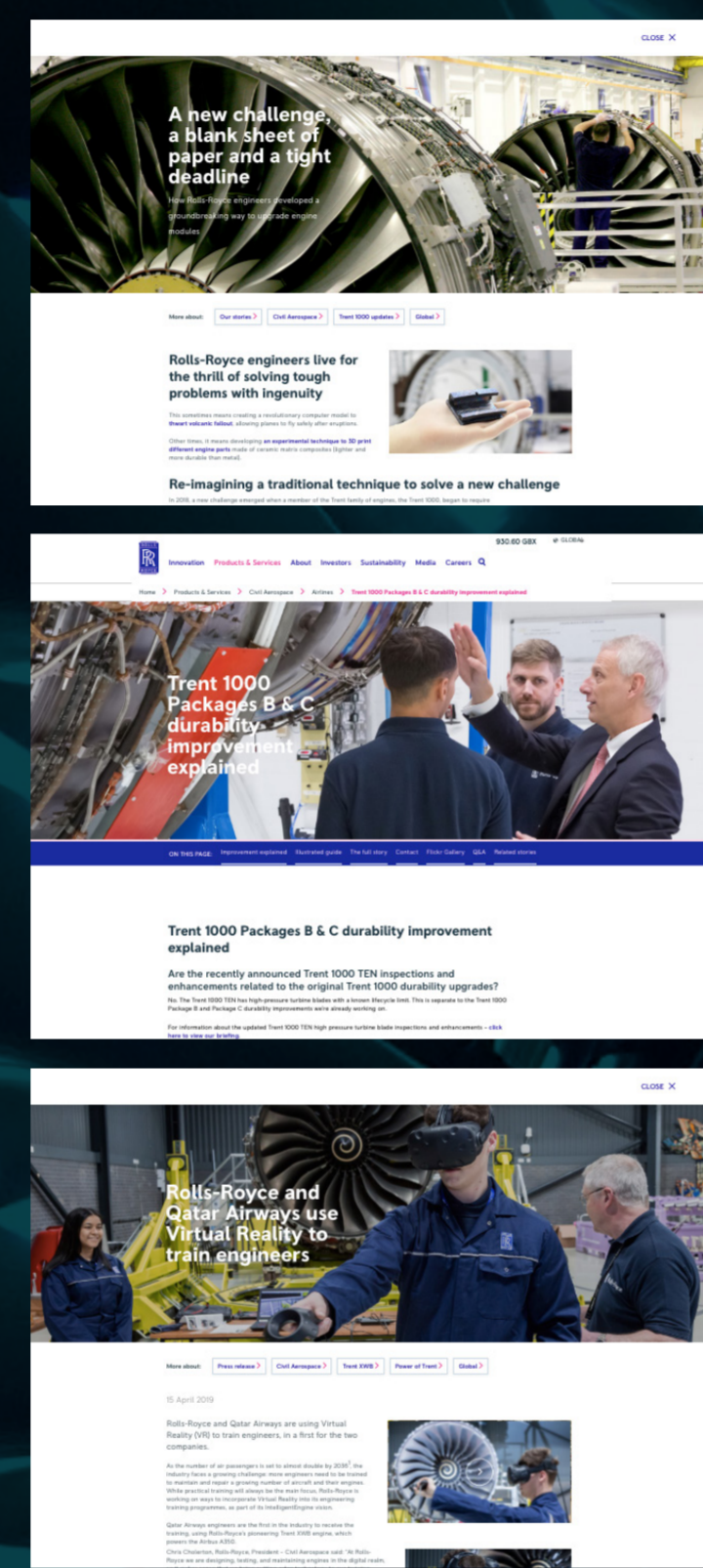
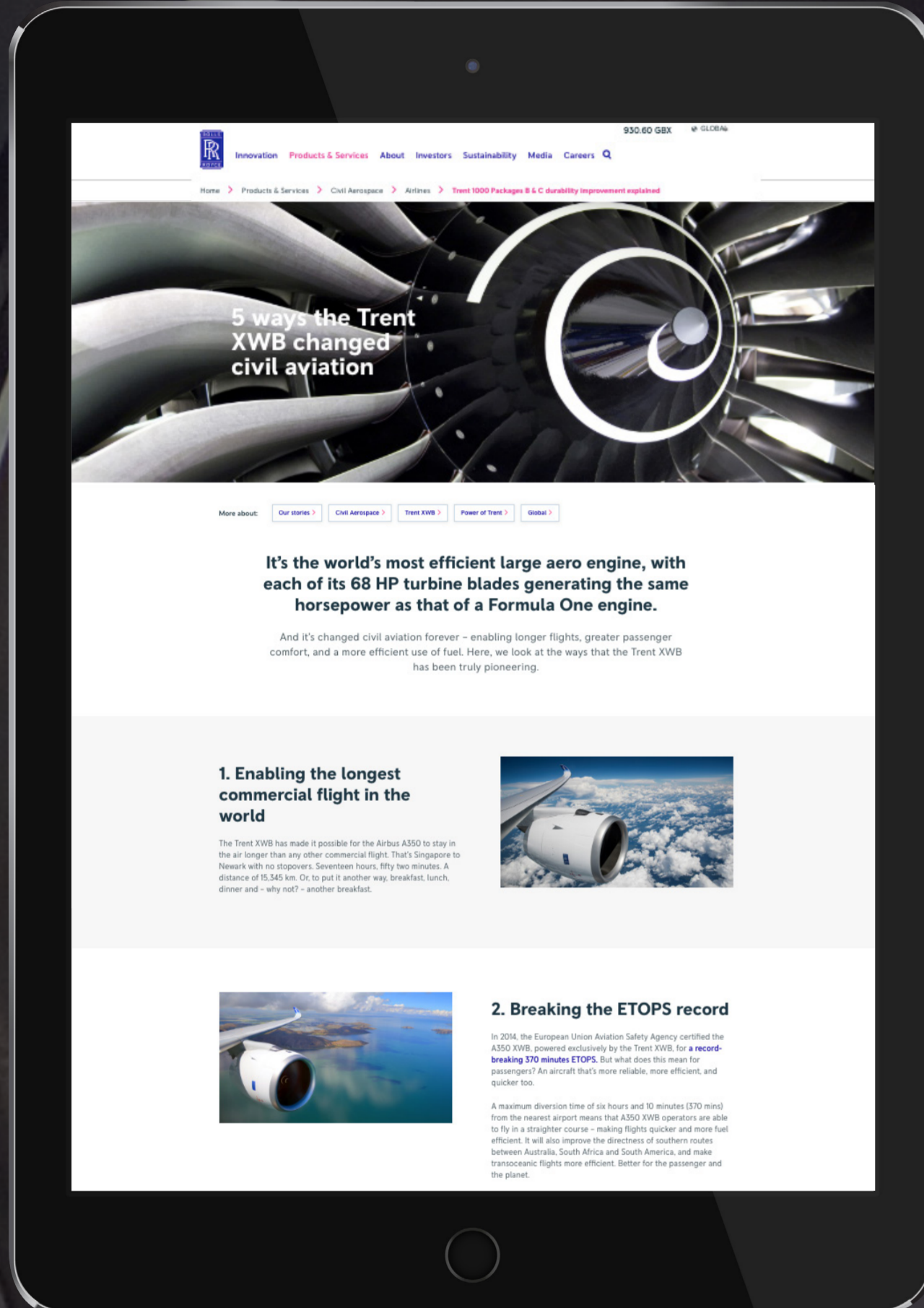


Category name: Best use of customer insight
Category number(s): 10
Contact: Anna Stone

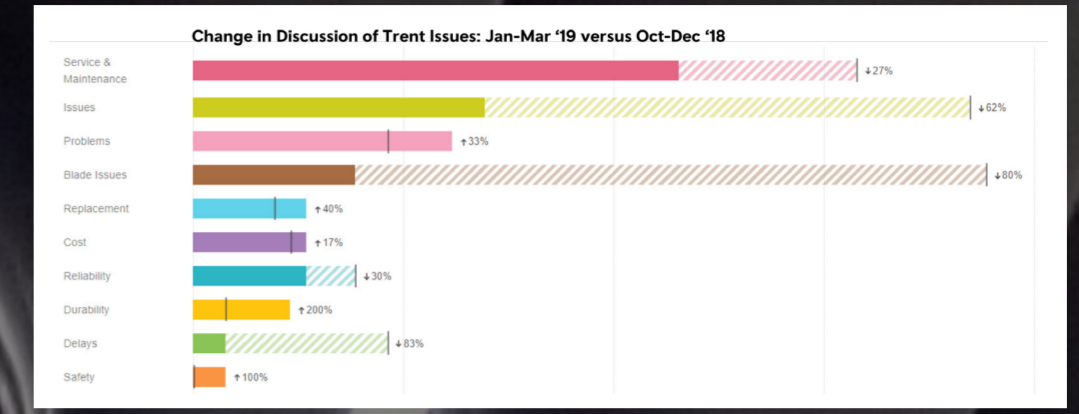
Campaign name: Power of Trent
Brand: Rolls-Royce
Agency: Ogilvy UK



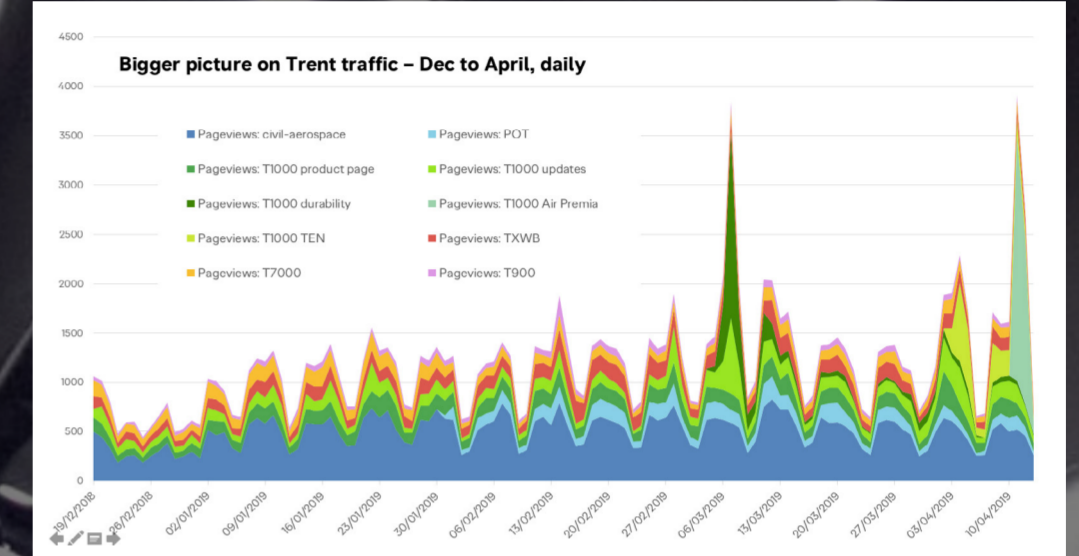
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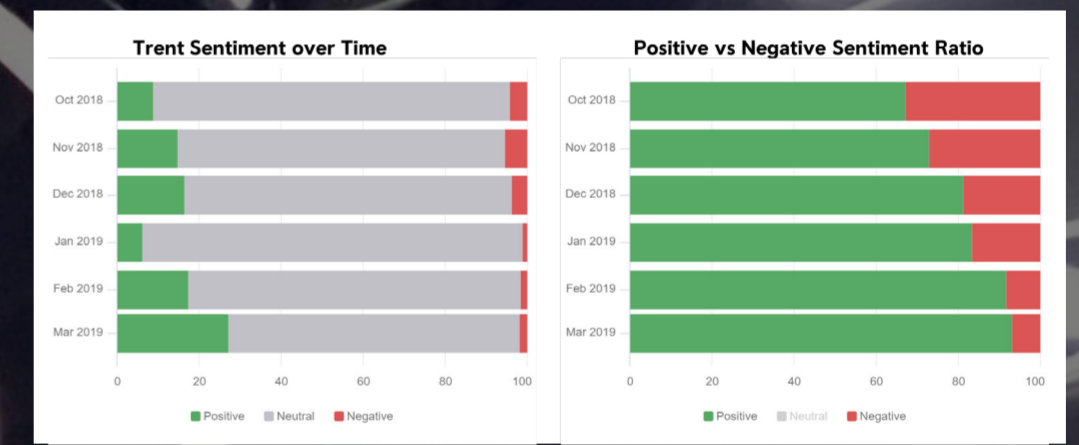
Changing the Conversation



Growing Market Engagement



Shifting Negative Perception



£3.2bn
Increase in share value

One week campaign setup turnaround
Hundreds of deliverables across content, social, advertising and press in three months.

Category name: Best use of customer insight
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Campaign name: Power of Trent
Brand: Rolls-Royce
Agency: Ogilvy UK

