

# direct line<sup>®</sup>

---

Alfie Deyes' Direct Line Driving  
challenge

2017 Marketing effectiveness – social  
media category

April 2018



# Killer Questions

---

1. What was the issue or challenge facing the business ?
2. What was the insight that underpinned your strategy and tactics?
3. What was your proposed strategy to address the issue or challenge?
4. How did you execute the strategy?
5. What metrics did you put in place to track the effectiveness of your solution?
6. How can you prove that your campaign strategy met its objectives?
7. What value was added to your business as a result of your strategy?

# Objectives for vlogging activity

---

1. Create a relevant brand ambassador for the Direct Line telematics product through engaging content which is relatable to our key audience.
2. Increase brand recognition and establish Direct Line as a leading telematics provider.
3. Be the first insurer to tap into the British vlogging space and deliver kick ass comms through new test and learn channel in order to deliver quotes

---

# Alfie's video

# Why Alfie?

---

Alfie began learning to drive in July 2014 after being mocked by his followers for his excessive use of taxis and being driven everywhere by girlfriend Zoe. Fans created a the hastag #Alfiecantdrive to remind him to learn.

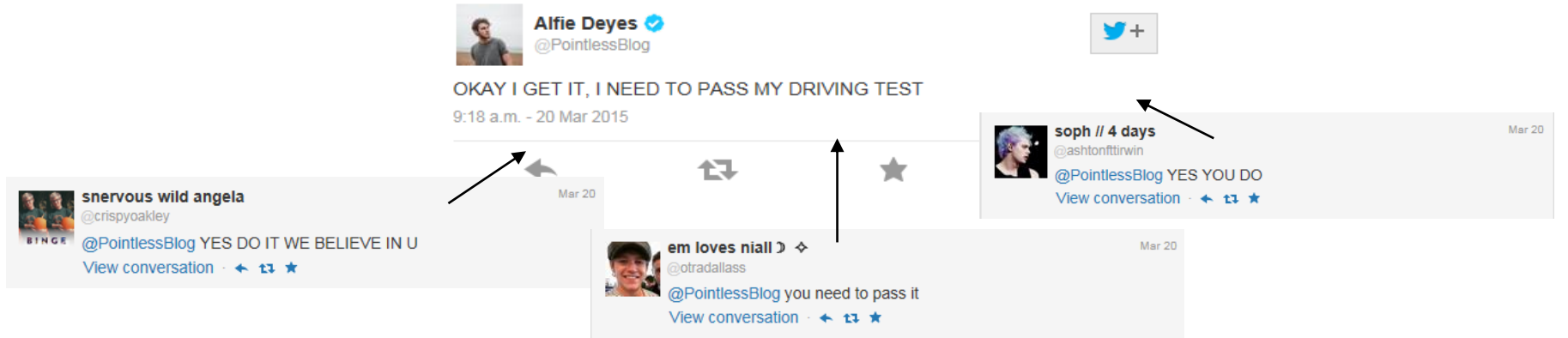
The image shows a screenshot of a Twitter thread. At the top, Alfie Deyes (@PointlessBlog) posts: "I really need to learn to drive haha! #AlfieCantDrive" (11:54 a.m. - 29 Apr 2014). Below it, he posts: "My first driving lesson starts in 30 minutes. If you live near Brighton watch out!" (1:30 a.m. - 5 Jul 2014). To the right of this tweet are two overlapping red 'L' signs on a grey background. Below the main tweet are three replies:

- siyana (@sunnyzoella) replies: "@PointlessBlog GOOD LUCK" (5 Jul 14)
- hann (@\_suggmydeyes) replies: "@PointlessBlog GOOD LUCK ALFIE!!!!!" (5 Jul 14)
- phib (@JSPHSUGG) replies: "@PointlessBlog good luck" (5 Jul 14)

Arrows point from the replies to the main tweet. The interface includes profile pictures, usernames, handles, and interaction icons (reply, retweet, star).

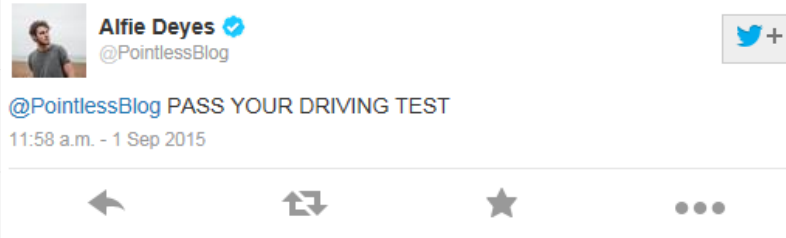
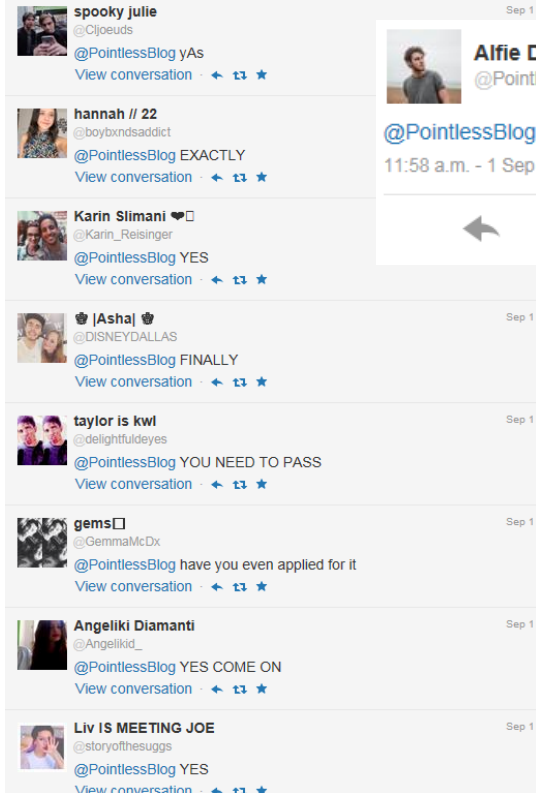
# Why Alfie?

After learning for a short time Alfie gave up learning to drive. Zoella and Alfie's fans now continue to remind Alfie to pass his test at every opportunity often flooding his latest videos with comments as well as constant tweeting.



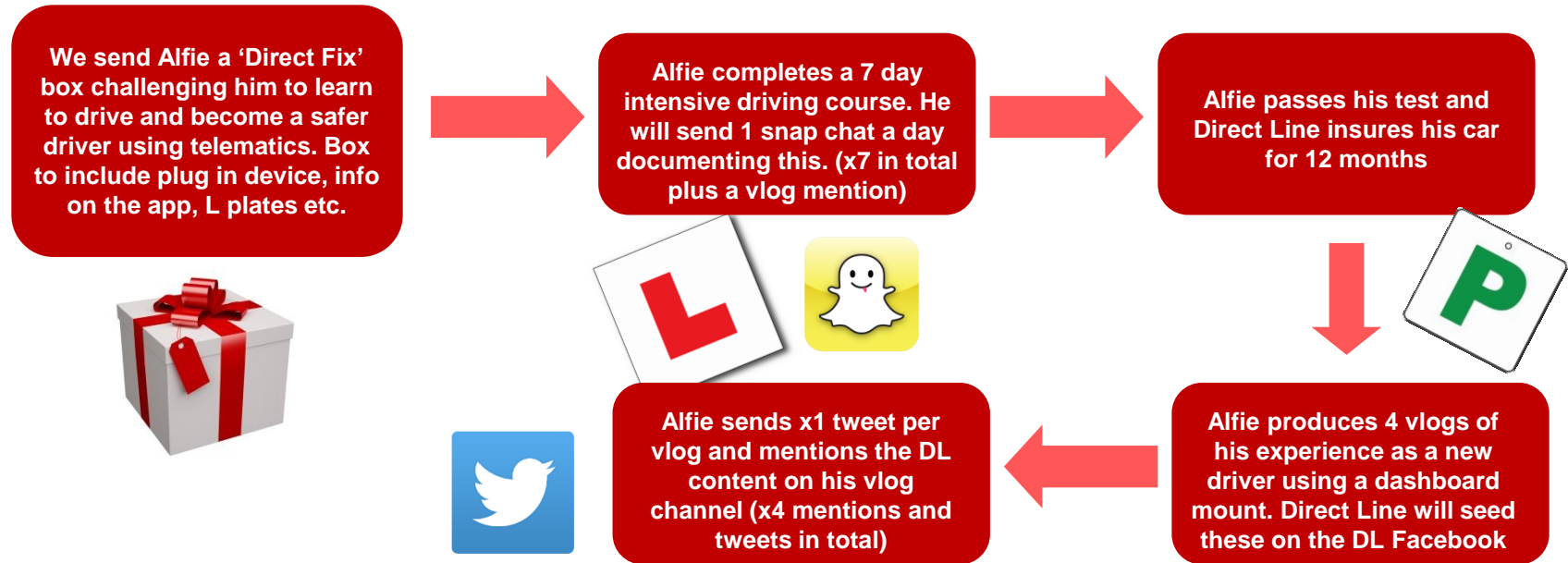
# Why Alfie?

The conversation is still ongoing between Alfie and his fans as they continue to encourage him to pass his test.



1. Alfie is a relevant role model to our target audience.
2. Alfie's audience are already waiting for him to start driving so Direct Line challenging him to become pass his test and become a safer driver with telematics is a lead in.
3. There is a natural fit for an insurance company to work with Alfie on passing his test.
4. It will be a first for an insurance company to work with a vlogger to introduce telematics insurance.

# The Big Idea





# Social Results



You Tube views  
330k and rising

Alfie Deyes @PointlessBlog · 18h  
CHALLENGE IN A BOX!! #Ad  
[youtu.be/DFeyk2pXJis](http://youtu.be/DFeyk2pXJis)

RETWEETS 937 LIKES 5,025

8:43 PM - 11 Jan 2016 · Details

937 RT's  
5,025 Likes

Alfie Deyes @PointlessBlog · 6h  
[youtu.be/DFeyk2pXJis](http://youtu.be/DFeyk2pXJis)

YouTube

CHALLENGE IN A BOX

CHALLENGE IN A BOX  
▶ CHALLENGE IN A BOX ▶ Paid for advertorial for Direct Line ▶ Previous Day • <http://bit.ly/1OmkPKGU>

View on web

RETWEETS 470 LIKES 2,567

9:24 AM - 12 Jan 2016 · Details

470RT's  
567 likes

Alfie Deyes @PointlessBlog · 4h  
Time for some more driving :) After today I'll be halfway through my intensive course! Thanks @DirectLine\_UK for finally making me do it #Ad

RETWEETS 524 LIKES 3,520

11:37 AM - 12 Jan 2016 · Details

Alfie Deyes @PointlessBlog · 3h  
I kept on putting it off again & again 🙄 so direct line challenged me to pass in a week! 😂 hopefully I do pass

yenuo @yenuos  
@PointlessBlog what happened to getting your license by christmas

RETWEETS 463 LIKES 2,963

11:42 AM - 12 Jan 2016 · Details

Alfie Deyes @PointlessBlog · 15h  
I'm so excited for another day of driving tomorrow! You'll see how day 1 went in tomorrow's vlog

RETWEETS 757 LIKES 6,012

11:57 PM - 11 Jan 2016 · Details

# YouTube Results

## 4 Videos for the Direct Line YouTube Channel

855,579

Total YouTube Video Views

5,038,717

Total Minutes Watched

52,296

Likes and Comments

5.38

Average minutes watched per video



**Alfie Deyes' Direct Line Driving Q&A Challenge**

Direct Line  
86,412 views

8:12



**Alfie Deyes' Direct Line Driving Challenge # 2**

Direct Line  
220,139 views

8:55



**Alfie Deyes' Direct Line Driving Challenge #3 - Competition time**

Direct Line  
361,933 views

11:46



**Alfie Deyes' Mystery Direct Line Driving Challenge**

Direct Line  
187,359 views

13:49

4 videos were posted on the Direct Line YouTube account over the course of the campaign. They soon became the most successful content on the channel of all time. With no paid support, all views and engagements are organic, as a result of viewers coming over from Alfie's vlogs.

The most popular video was the challenge featuring Zoella. This is due to her large follower base being engaged in addition to Alfie's.

# Twitter Key Metrics

## Tweets posted on the Direct Line Channel

18,216

Total Twitter Impressions

8,344

Twitter Engagements

23%

Average Engagement Rate

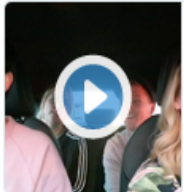


Direct Line

@DirectLine\_UK

We fixed [@PointlessBlog](#) up with driving lessons and car goodies - now you can win the same.

Watch for details



Alfie Deyes' Direct Line Driving Challenge #3 - Competiti...

We fixed Alfie up with driving lessons now let us do the same for you. For a chance to win a box of new driver goodies and £300 of driving school vouchers ju...

youtube.com

RETWEETS

40

LIKES

107



We posted links to the YouTube videos when each was released, but the real benefit came from Alfie's tweets on his own account, as that's where the target audience was.

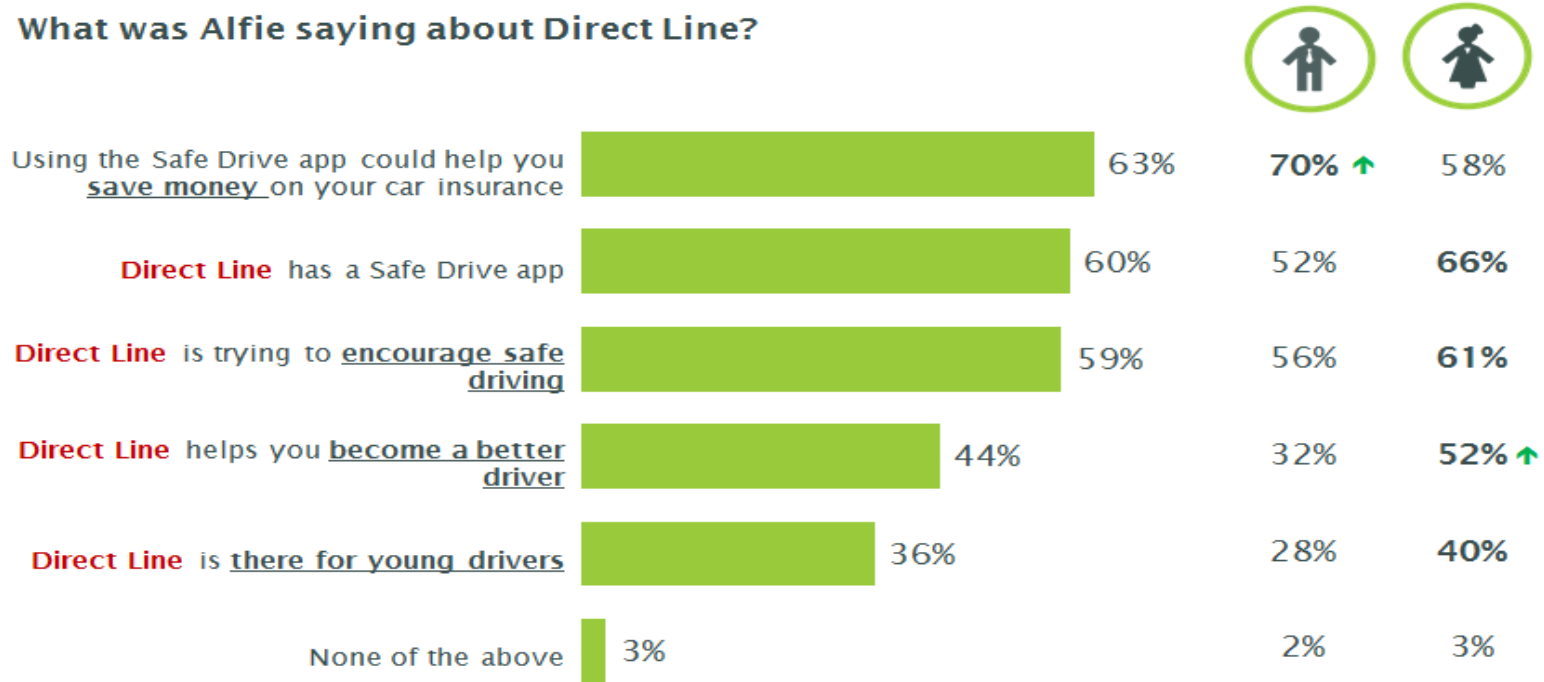
Our most successful tweet was a competition we ran for video 3. This meant that people had to reply to the tweet with the correct answer to enter.

This was our most successful tweet, gaining 12,033 impressions, 8,264 engagements and an engagement rate of 63%. The average for our account is 2% so this outperformed all previous activity by a mile.

# Measurement

Women in particular agreed that DL is helping better driving; men more focussed on money saving benefits.

## What was Alfie saying about Direct Line?



direct line<sup>®</sup>

Thank you  
Any questions ?