

# BuzzFeed Case Study



**Virgin Mobile**

# Virgin Mobile

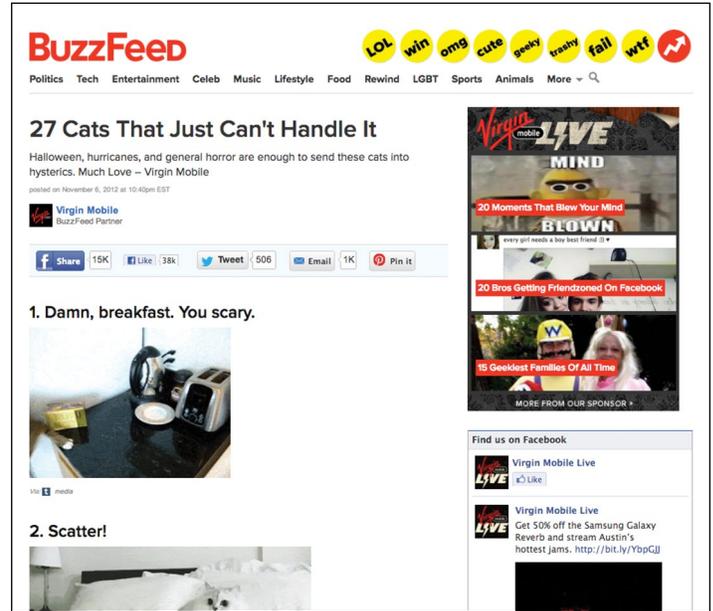
## The Challenge

How can Virgin Mobile build a powerful voice and generate product interest and demand through social advertising?

## The Solution

Partner with BuzzFeed to create a **first-of-its-kind 24/7 newsroom** that responds to social conversations with interesting, timely, and brand-relevant content aligned with pop culture.

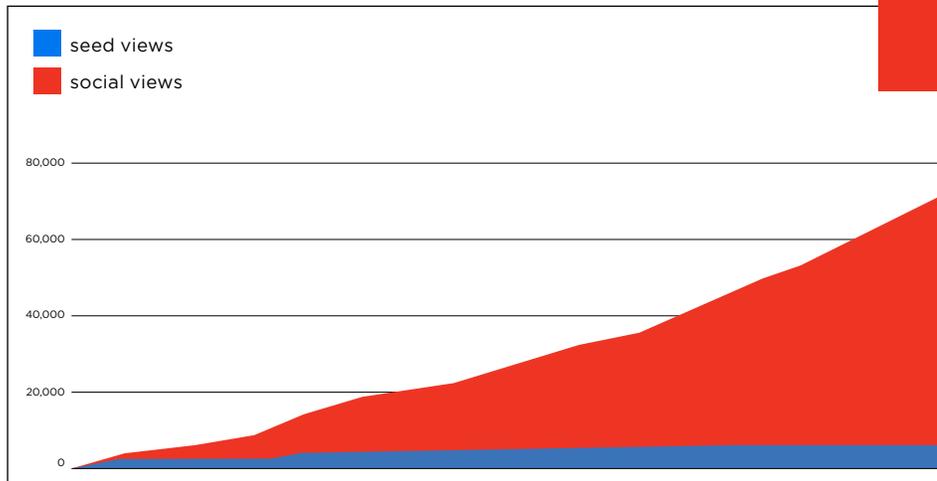
Virgin Mobile and BuzzFeed created **190 pieces** of original branded content that users responded to and loved to share. As a result, Virgin Mobile was able to quickly establish itself as a brand that embraced the power of social publishing – **garnering 9.7 million engagements** with their content in 2012.



**9.7 Million Total Engagements in 2012, 5 Million Earned Content Engagements, and 4.7 Million Paid Content Engagements.**

This “Always On” content strategy is the next step in social content marketing. By engaging readers, Virgin Mobile established itself as a respected publisher of relevant and topical social content, and readers wanted more. That’s why it’s so important to remain “Always On” when delivering social content marketing.

## 27 Cats That Just Can't Handle It



- 800,000+ Total Engagements
- 28,000+ Facebook Engagements
- 200,000+ Pinterest Views

**22x Social Lift**  
**600K Views**  
**Via Social**

**“Social content allows us to tell the Virgin Mobile story, and that in turn excites people about the brand and what it stands for. We’ve seen lifts of over 150% in consideration for their next phone purchase. These results are some of the most impactful we’ve seen showcasing how social advertising can drive to purchase intent.”**

— Ron Faris, CMO, Virgin Mobile USA

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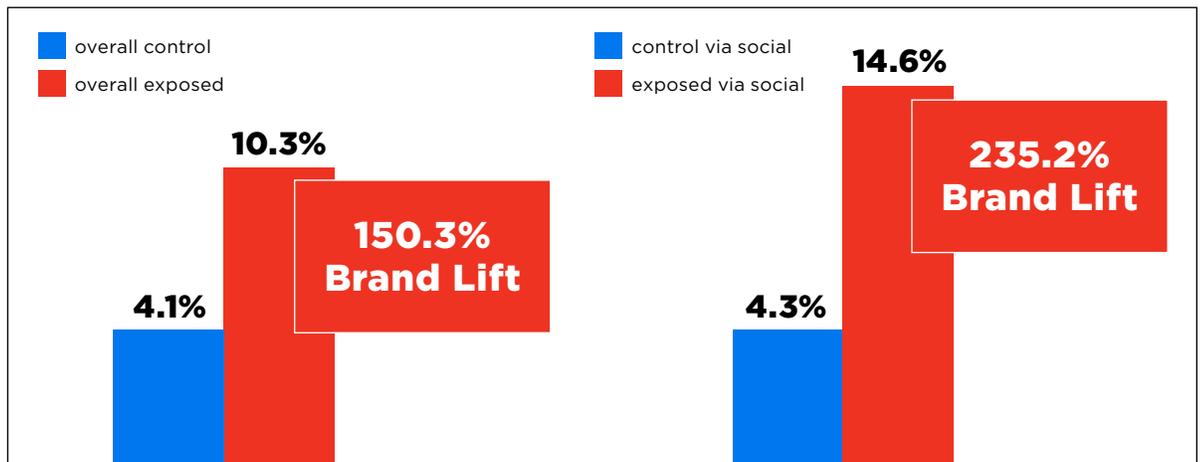
## The Results

Virgin Mobile and BuzzFeed enlisted Vizu, a Nielsen company, to evaluate the impact of this content strategy on users' perceptions. The study measured brand affinity based on whether a viewer had no exposure to the content, viewed the content as a result of paid media, or received the content through social

sharing (i.e. a friend's Tweet or Facebook post). Those who discovered the content via social sources also proved to have the highest growth in consideration. The results show that Virgin Mobile's social publishing efforts are not only influencing and shaping brand perception, but also **significantly increasing purchase consideration.**

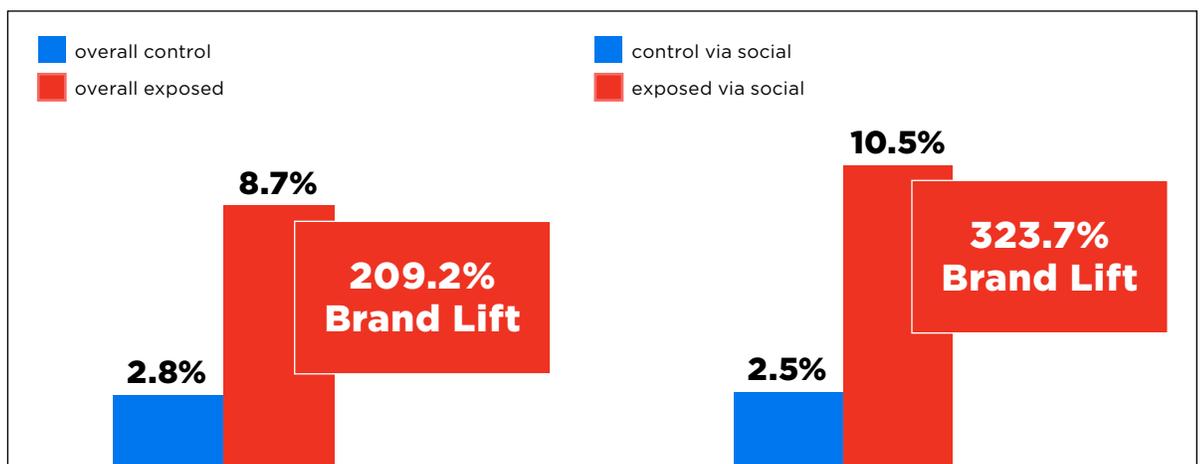
**Question 1** Users who responded...

**“Virgin Mobile is a brand that I'd investigate for my next phone.”**



**Question 2** Users who responded...

**“Virgin Mobile is a brand that understands me and the things that I like.”**



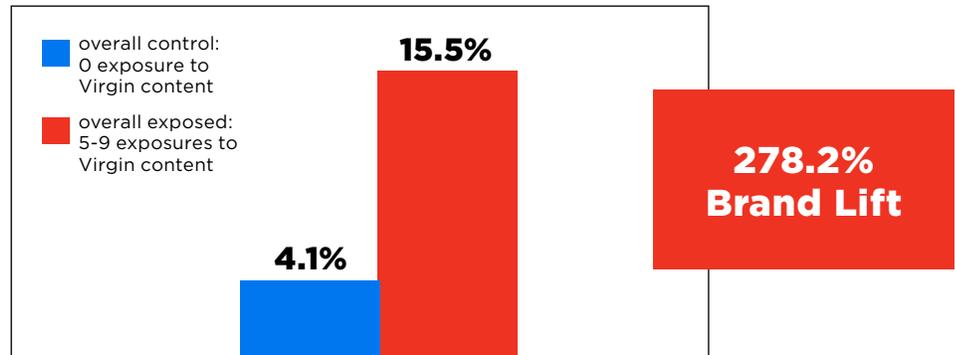
# Virgin Mobile

## Overview

Finally, in measuring how frequency of exposure affects brand affinity and consideration, the study proves that **users who engage with Virgin Mobile content 5-9 times demonstrate the most significant lift in sentiment** - reinforcing the “Always On” branded content strategy.

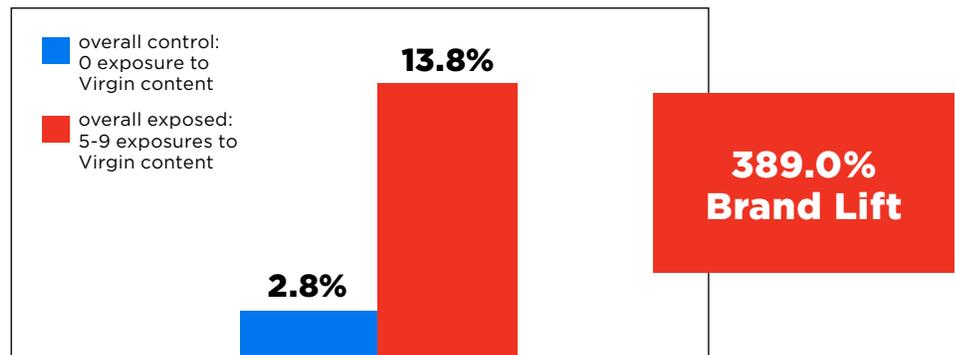
Users who responded...  
**“Virgin Mobile is a brand that I’d investigate for my next phone.”**

### Question 1



Users who responded...  
**“Virgin Mobile is a brand that understands me and the things that I like.”**

### Question 2



## Key Learnings

“Always On” allows for cumulative lift. Over time, as brands promote new content, the previous content will gain momentum as well.

“Always On” content marketing is the best strategy for developing and maintaining a strong voice in social media.

Multiple exposures to varied, real-time content engages users and excites them about a brand and its messages. This proves the effectiveness of an “Always On” content strategy.

Custom social posts strongly influences brand affinity and product consideration.



**Start breaking through the clutter with measurable, branded content:**

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