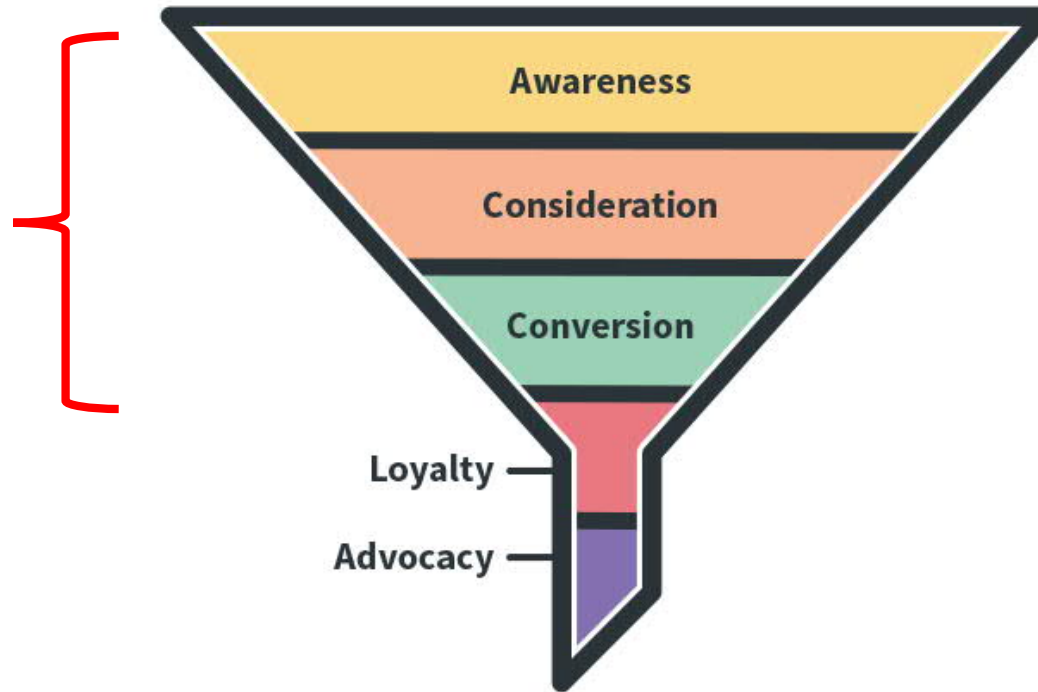


Oxford Street consultation

POST-CAMPAIGN ANALYSIS

WHAT TYPE OF CAMPAIGN WAS THIS?


This was an upper funnel campaign with the aim of building awareness about the existence of the consultation and driving web-traffic






SOCIAL MEDIA

TOP POSTS


 **Westminster City Council**
Fri 8/11/2023 3:45 pm BST

We're making changes to Oxford Street and we want to have your say 🗨️ 🛒 We want to transform this iconic shopping destination with improvements stretching f

Have your say on Oxford Street




Total Engagements	16,250
Reactions	181
Comments	331
Shares	26
Post Link Clicks	4,257
Other Post Clicks	11,455


 **Westminster City Council**
Tue 7/25/2023 2:45 pm BST

We're making changes to Oxford Street 🗨️ 🛒 We want to transform this iconic shopping destination with improvements stretching from Marble Arch to...


Have your say on Oxford Street



Total Engagements	8,133
Reactions	116
Comments	178
Shares	15
Post Link Clicks	2,795
Other Post Clicks	5,029

 **@CityWestminster**
Tue 7/18/2023 9:14 am BST

We're making changes to Oxford Street 🗨️ 🛒 We want to transform this iconic shopping destination with improvements stretching from Marble Arch to...



Total Engagements	1,426
Likes	55
@Replies	30
Retweets	29
Post Link Clicks	459
Other Post Clicks	852
Other Engagements	1

CREATIVE



Help us shape the future of Oxford Street 🎁🛒

We want to transform this iconic shopping destination with improvements stretching from Marble Arch to Tottenham Court Road 📍

Get involved and have your say 🙋
smartsurvey.co.uk/s/OxfordStreet...



The future of Oxford Street

23 · 1,350 Views

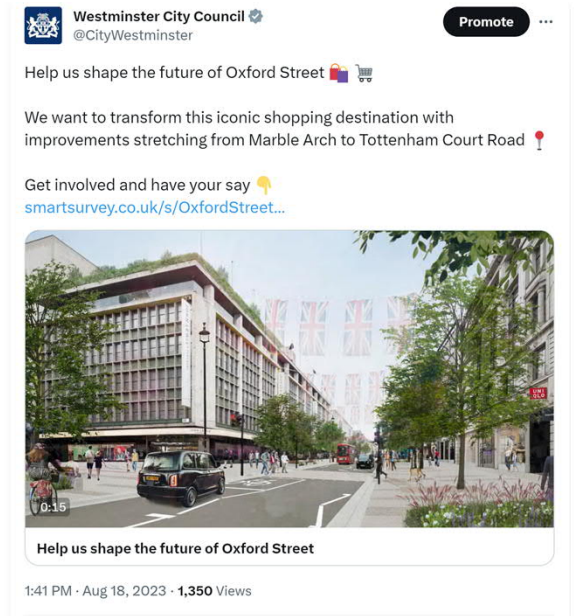
Interestingly the static images performed better than the video. This could be because by the time the video was launched, audiences had grown tired of the ad (which is very common).

DEEP DIVE (ORGANIC)

IMPRESSIONS	ENGAGEMENTS	ENGAGEMENT RATE
326,394	26,986	8.3%
THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES USERS ENGAGED WITH CONTENT AS A PERCENTAGE OF IMPRESSIONS

Organic (free) social performed above usual metrics for other organic campaigns. The reason for this could be the publicity in national press

We chose not to overdo organic content to not cause fatigue with our audiences



AT A GLANCE (PAID)



SPEND (£)	IMPRESSIONS	ENGAGEMENTS	WEB LINK CLICKS
1,140.91	348,110	26,986	9,150
	THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES USERS CLICKED ON LINKS FROM OUR POSTS

In terms of ROAS, this campaign performed exceptionally well with an average cost-per-click (CPC) of 12p. The best performing audience was within the UK – but this is most probably because the UK had the highest investment.

International markets performed moderately: France (222 clicks), US (98), Germany (82).

Moving forward, it's recommended that we have more of a variety of creative assets to avoid fatigue, and incorporate A/B test and learn strategies with nuanced messaging or calls-to-action.

DEEP DIVE (PAID)

Initially we targeted Westminster audiences (10 days) with interests in Oxford Street. This is so that the ad is only seen to people who would care or who've visited the area recently. This was purely an **awareness** ad.

We then changed the call to action directing users to the form to ease the user-journey as a way of getting **conversions**. We targeted those who had previously engaged with our ads.

Once we reviewed the ad, we got stats from the team that we needed to target 18-24 and Global Majority (via postcodes with high diversity populations). Simultaneously, we ran an ad for the entire UK.

To avoid fatigue, we changed the asset to the video.



We also ran an international campaign in NYC/LA, Paris and Munich (based on insights from London & Partners). Audience criteria was those who had an interest in Oxford St, London, frequent travellers or recent tourists to London. This ad also directed users to the survey.

We attribute the general success of the campaign to the PR/media and Meanwhile On launching at the same, as well as a targeted paid campaign.

DEEP DIVE (PAID)



SPEND (£)	IMPRESSIONS	WEB LINK CLICKS
115.56	23,132	148
	THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES USERS CLICKED ON LINKS FROM OUR POSTS

We saw moderate success with LinkedIn. With the high cost, we decided to suspend the campaign on this platform. Whilst pricey, LinkedIn does provide a great platform for awareness building (impressions).

Top sectors that interacted with our ad were: advertising services/media, real estate, tech, and media.

Top companies that interacted were: Meadowside, Google, NHS, The Daily Mail/Mail Online, and B&B Italia.

We recommend still using this platform in future campaigns, but for shorter bursts.

AT A GLANCE (PAID)



SPEND (\$)	IMPRESSIONS	WEB LINK CLICKS
59.61	45,812	74
	THE NUMBER OF TIMES OUR CONTENT WAS DISPLAYED TO USERS	THE NUMBER OF TIMES USERS CLICKED ON LINKS FROM OUR POSTS

X (formally called Twitter) is great for upper-funnel campaigns, and this is proved by the low-spend but high number of impressions. We also decided to suspend campaigns on X when conversions became a priority. The number of web-links was low, but we still recommend using X with the understanding that its primary objective is awareness building.



NEWSLETTER

DEEP DIVE

MyWestminster	Link clicks
21 July	691
28 July	128
18 August	150
25 August	146
Business	
August 15	140
August 30	242
Environment	
1 August	26

By 'performance', this is measured via link clicks on Mailchimp.

The story was one of the best performing in MyWestminster (100k subscribers and weekly) in 2023 but interest waned a lot within a week. This is why we spread out the story over the period the campaign ran.

Business newsletter (14k subscribers and fortnightly) saw it as one of the top performing stories of the issue's it featured in. We didn't want to overload and fatigue the audience, so ran the story during the final weeks of the campaign.

THANK YOU