



**SOAP & GLORY**  
CAMPAIGN CASE STUDY

 ADS FOR GOOD BY  
**GOOD-LOOP**

# SOAP & GLORY

## OVERVIEW



## GOOD-LOOP HELPED SOAP & GLORY REACH AN AUDIENCE OF WOMEN AGED 18-36

HEALTH & BEAUTY

BRAND AWARENESS  
CAMPAIGN

APRIL 2020

UNITED KINGDOM

# 90%

## UPLIFT IN ETHICAL PERCEPTION OF BRAND

### CAMPAIGN OVERVIEW

Raise awareness of Soap & Glory's Support of The Hygiene Bank amongst a target audience of Women 18-36 with an interest in health and beauty.

Generate cash donations to The Hygiene Bank - a charity founded to aid those who frequently have to make the choice between hygiene, eating or keeping the lights on.

### GOOD-LOOP STRATEGY

Managed service with watch to donate pre-roll and outstream player, delivered to a site list with emphasis on women's lifestyle and entertainment sites.

# SOAP & GLORY

## OPTIMISATION



### CAMPAIGN OPTIMISATIONS

Small and medium-sized players were the clear best performer for CVR results. We optimised delivery so that 99.5% of total impressions were delivered to small and medium sized players.

Campaign delivery was predominantly focused on outstream placements (70% CVR average) as opposed to pre-roll placements (60% CVR average).

Optimised to best-performing sites such as Cosmopolitan, Harper's Bazaar, Good Housekeeping, Hello! and Livestrong.

**COSMOPOLITAN**

**HELLO!**

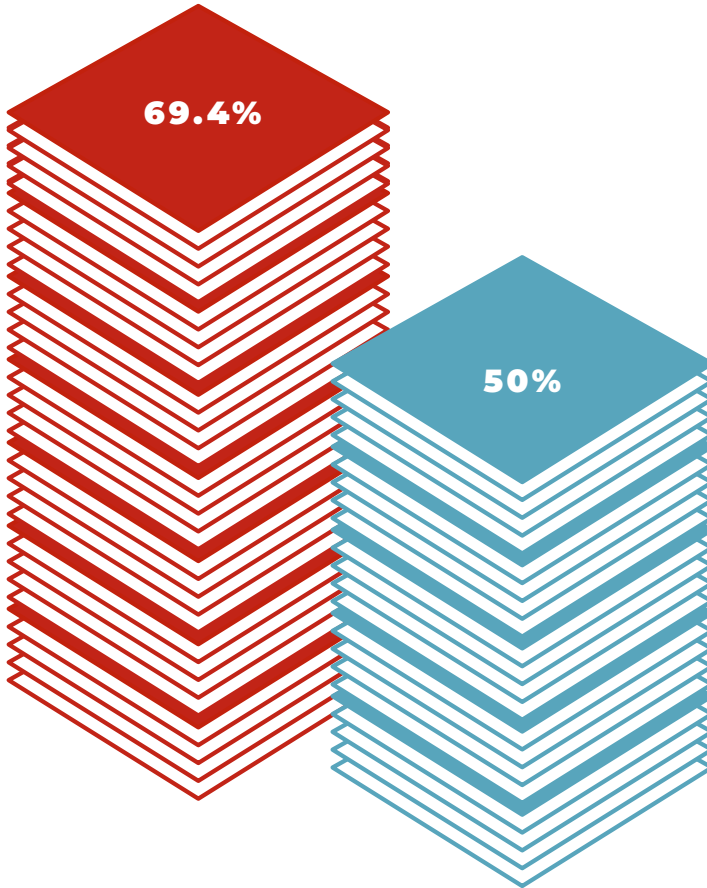
**BAZAAR**<sup>Harper's</sup>

**GOOD  
HOUSEKEEPING**

**L I V E S T R O N G**

# SOAP & GLORY

## CAMPAIGN PERFORMANCE



COMPLETED VIEW  
RATE

INDUSTRY  
BENCHMARK  
(40S VIDEO)



### WHICH OF THESE BRANDS HAVE YOU HEARD OF?

**Result:** Soap & Glory made a significant climb from 58% to 74%.



### WHICH OF THESE BRANDS DO YOU PERCEIVE TO BE THE MOST ETHICAL?

**Result:** Soap & Glory gained significantly in terms of ethical brand perception, rising from 3rd place to 1st, gaining 16% more of a share of the votes, representing a 90% increase in votes compared to the control.



### DO YOU AGREE WITH THIS STATEMENT? 'Soap & Glory is a brand that cares about their customers & the community.'

**Result:** Net positive results grew from 19.5% to 35.6% representing a significant gain in brand perception and showing the strength of the giving message.

# SOAP & GLORY

## SOCIAL IMPACTS

Through the user donations unlocked by users watching the video, the campaign was able to raise an excellent £17,526 in donations for The Hygiene Bank.

This money will help in their mission to end hygiene poverty in the UK&I by redistributing hygiene products and toiletries to charity partners across the UK&I.



DONATIONS UNLOCKED

**369,787**

TOTAL RAISED

**£17,526**

**FIND OUT MORE**

[SALES@GOOD-LOOP.COM](mailto:SALES@GOOD-LOOP.COM)

[@GOODLOOPHQ](#)

[WWW.GOOD-LOOP.COM](http://WWW.GOOD-LOOP.COM)



**GOOD-LOOP**