



"This was a good campaign. The dynamic collaboration with LinkedIn led to a great 'product' which generated a lot of attention both internally and externally."

Jacqueline Marell, PwC

PwC Case Study

Guess the Relationship

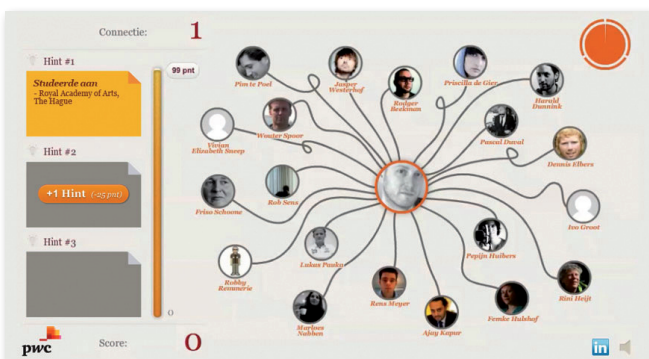
In collaboration with LinkedIn, PwC has developed a playful campaign in the form of a game. Participants were tested as to how much they knew about their LinkedIn connections. The essence of the campaign was that the quality of a person's network outweighed the quantity of their connections. A relationship is more than just a connection.

Company Profile

PwC offers a wide array of services to a broad variety of customers. Through its business units Assurance, Tax & HRS, as well as the Advisory unit, the company serves national and international companies, government entities and NGOs. In the Netherlands PwC has 4,700 employees, in 12 different offices.

PwC enjoys a dominant market position in the Netherlands, with 12 offices and strong client relationships. The company provides innovative solutions across a range of industries, with an emphasis on creative thinking.

PwC and LinkedIn share a results-driven mentality and an affinity for the latest technology, with PwC working with LinkedIn to achieve its goals in both marketing and recruitment. When PwC looked to develop a corporate campaign focusing on the benefits of the deep relationships that it builds with clients, it turned to LinkedIn to develop a concept that could drive awareness and engagement through social media.



"In the Netherlands, we were the first who, with a Linked campaign, drew attention to the importance of relationships. This put us pretty much in the spotlight."

Jacqueline Marell, PwC

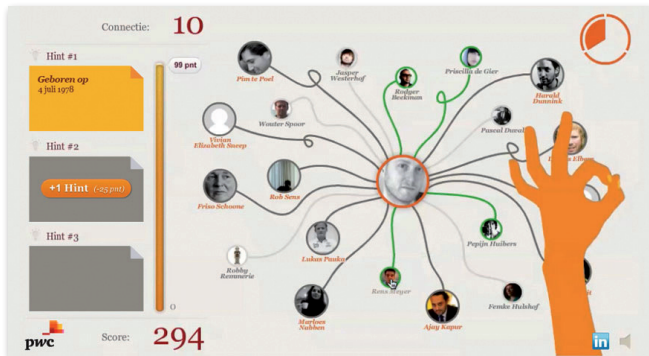
Relationship Game

"Relationships are vitally important for both LinkedIn and PwC," explains Jacqueline Marell, Digital Marketing Manager and PwC with responsibility for all online activities. "At PwC, we believe that you have to know the customer really well to deliver added value."

LinkedIn provides an ideal channel for engaging key audiences with this message, since the vast majority of PwC's customers and employees are LinkedIn members. PwC worked with LinkedIn to develop a Relationship Game, which uses a LinkedIn API to quiz members on how well they know their connections. The game rewards the depth of a players' knowledge of his or her contacts over the quantity of connections, embodying the principle that understanding matters more than the size of a network.

"Having more than 500 connections was not always the key to success," explains Marell. "Instead, a smaller number of real quality relationships truly mattered."

Strong game-play helped to drive awareness and engagement for the game across social and other media, raising brand awareness and further establishing PwC's credentials as a cutting-edge, customer-focused organisation. "Both externally and internally we triggered a great deal of discussion," says Marell.



Campaign development

PwC's focus on the depth of relationships provided the initial inspiration for the campaign, with PwC and LinkedIn working together to develop the social media game concept. LinkedIn provided an effective sounding board for PwC in evolving the initial concept and creative idea, collaborating on developing the API technology and advising PwC on online activation.

Results

The relationship game delivered a winning performance in driving awareness and engagement across social media. Sharing of the game via LinkedIn updates delivered 844,682 impressions, with a further 453,826 impressions generated via Twitter. More than 14,500 people played the game, playing three times each on average.



Follow Up

The success of the game was followed with interest abroad. PwC has offices in 158 countries and a number of these have already shown an interest in adapting the game to their markets, an avenue currently being explored by PwC and LinkedIn.

Innovation and knowledge management are crucial to PwC, and the business will continue to work in partnership with LinkedIn to evolve its online activities and remain a front-runner in the industry. The companies are seeking partners with creative network applications in the areas of marketing, recruiting and business development to help develop their partnership further.

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