



Telling a compelling brand story on LinkedIn

Objective

- To drive brand awareness among senior business decision makers in key markets, leveraging their DP World Tour sponsorship and Second Life Golf Ball initiative
- To expand DP World’s marketing reach globally and develop a clear measurement framework to assess brand impact

Solution

- Launched a brand marketing campaign, serving Sponsored Content and Sponsored Video to a target audience of C-Suites and Cargo Owner business decision makers
- Ran a Brand Lift Study to clearly measure brand marketing success in terms of ad recall as well as aided and unaided brand awareness

Results

Between January and September 2022, DP World’s brand marketing campaign on LinkedIn recorded:

+7.8pt

lift in ad recall

2.3x

Higher engagement rate vs benchmark

7M+

video views

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On LinkedIn, we were able to reach the right decision makers and tell them a story that they wanted to hear. Through the DP World Tour and Second Life Golf Ball initiative, we demonstrated how we’re making golf more inclusive and accessible while showcasing our end-to-end logistics capabilities. Our unique shipping container travelled with the tournament, collecting used golf balls at every stop and eventually delivering them to grassroots golf projects all around the world. By telling this story on LinkedIn, we were able to lift ad recall by 7.8 points and aided brand awareness by 5.7 points.”



Arjun Jayan,
Global Head of Partnerships, Group Communications, DP World

