



## ACCIONA shows investors and influencers a different way of doing business

Native video on LinkedIn proved the perfect channel for raising global awareness of a leader in renewable energy and sustainable infrastructure, generating a view rate of over 44%.

Video for Sponsored Content played the central role in ACCIONA's campaign to raise global awareness of its role in renewable energy and infrastructure and start conversations with opinion-leaders and investors in its sector. The LinkedIn campaign reached over 1.2 million relevant professionals across ACCIONA's five key markets, with view rates and completion rates far above its industry benchmarks and earned media doubling the impact achieved.

### The Challenge:

- Reach and engage investors and opinion-leaders across Spain, Mexico, Chile, Canada and Australia
- Raise awareness and shift brand perceptions at scale
- Fully engage relevant audiences with ACCIONA's video content and its "Business as Unusual" positioning

### The Solution:

- Video for Sponsored Content distributing ACCIONA's video assets in the LinkedIn feed
- Campaigns targeting business decision-makers, opinion leaders and energy specialists within each country
- Wider targeting of professionals to build awareness at scale
- Two-phase campaign, with first-wave video focused on the message, "What if the smartest decision was to invest in the planet?" and second-wave video declaring, "There is a different way of doing business. This is ours."

### Why LinkedIn?

- Ability to deliver relevant reach across all of ACCIONA's priority markets
- Lean-forward professional environment delivering increased engagement for video content
- Detailed metrics and analytics providing transparency on the audiences engaging with video content - and the depth of the engagement

### Results:

- The campaign reached over 1.2 million relevant professionals across ACCIONA's five key markets
- Between them, these professionals viewed the video content on just under 1.5 million occasions
- The view rate of 44.5% was almost 50% higher than the industry average of 30%
- The video completion rate of 16.5% was 65% higher than the industry average of 10%
- Earned media, generated through relevant professionals engaging and sharing with their networks, increased the value of the campaign by 98%, doubling its impact

## Shifting perceptions through high-impact content and high-quality engagement

ACCIONA's new brand positioning, "Business as Unusual", challenges the investment community to re-examine their strategies with regard to their impact on the planet. It also positions ACCIONA as a leading partner in delivering solutions in renewable energy and infrastructure required for a sustainable planet. The business had created two high-impact, 60-second films that brought this message to life. However, Head of Digital Marketing Rafael Rodríguez Gallardo and his team knew that the value of these video assets would depend on the ability to deliver them to relevant audiences at scale, and in a relevant environment.

"Without a doubt, it was always going to be vital to reach relevant stakeholders for our business in the particular markets where we are investing in clean energy, water treatment and infrastructure resilient to climate change," says Rafael. "Our key objective was to raise awareness of our new brand positioning. However, for digital channels like LinkedIn, we wanted to know that we were engaging the right audience in depth and forming influential opinions in the market."

## LinkedIn segmentation delivers relevant engagement and multiplies ROI

The unique qualities of LinkedIn as a native video platform for professional audiences delivered on every aspect of ACCIONA's brief. LinkedIn segmentation enabled ACCIONA to target three specific, relevant audiences within each of its markets: investment decision-makers, opinion leaders and others with a specialist interest in energy. The business also ran additional campaigns within its target markets that focused on raising general awareness amongst a professional audience.

This combination of segmentation and scale delivered the relevant reach and engagement that ACCIONA needed, with over 1.2 million unique professionals watching the films, a view rate of over 44% and a completion rate for the 60-second films of more than 16%. These far exceeded industry averages for video content while dramatically increasing the reach and impact of the campaign through

an earned media ratio of 98%. LinkedIn analytics also provided the transparency that ACCIONA needed on the types of professionals engaging in depth, showing particularly strong click-through rates among senior-level employees in enterprise businesses focused on renewables, the environment and construction.



"We set ambitious objectives around the ratio of views, the quality of the video plays we were getting - and the quality of the traffic through to our site," says Rafael. "On LinkedIn, we could see we were getting those higher quality views as a result of the relevance of the segmented audience. That's why LinkedIn has played such an essential role in getting value from our campaign assets. Thanks to the quality of the audience and the targeting, it was the most efficient channel for fulfilling our objectives."

*"Our native video strategy on LinkedIn has been an enormous success, and we're excited to continue innovating and exploring new formats and solutions on the platform. We like being pioneers and LinkedIn is the ideal partner to help demonstrate this."*



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