

Woodland Case Study



Innovative, interactive, targeted campaign generates over 100,000 impressions and 1,000 new ideas around the World Environment Day

“With this initiative, the LinkedIn India team has provided Woodland with access to the most relevant consumer-set for this campaign. The experience was definitely enriching.”

Mr. Harkirat, MD – Woodland.

Profile

Launched in 1992 by Aero Group, to create an innovative collection of apparel for the outdoor enthusiast, Woodland quickly gained popularity through its unwavering commitment to quality and a growing community. Woodland products are designed to provide enthusiasts with the perfect tools to meet the challenges of nature. The Woodland tree logo is now synonymous with the adventure lifestyle.

Woodland’s ProPlanet philosophy and community is an endeavor to share their passion for social causes and inspire participation in nature conservation. In keeping with this philosophy, Woodland has always endeavored to make eco-friendly products that minimize harmful environmental impact.

Challenge

ProPlanet is a Woodland initiative to reposition the brand on the social platform. The goal of ProPlanet was to drive consumer connection and encourage meaningful discussions that would lead to “pro- environment” ideas, and drive a positive word of mouth for the brand. To facilitate this, a large level of engagement was absolutely necessary to create affinity for the Woodland brand as well as to educate the target audience. This meant that an awareness-only campaign would fall short. Woodland needed a campaign that would be innovative, interactive and be able to reach and engage a very specific target audience.

The ProPlanet awareness campaign also needed to be precisely targeted. The specific audience chosen by Woodlands comprised young professionals (24-35 yrs) who are highly opinionated, discerning in their choices and always strive to make a positive statement in life. Woodland needed well-connected idea champions

Challenge

- Build brand awareness for Woodland’s ProPlanet brand and community
- Establish Woodland as an eco-friendly brand among specific consumers

Solution

- An innovative, collaborative, engaging marketing campaign featuring banner ads and an idea-sharing portal and contest
- Creating brand awareness and encouraging collaborative participation for the ProPlanet initiative

Why LinkedIn?

- Proven effectiveness of LinkedIn banner ads to build awareness and drive traffic
- Ability to select and target a specific audience
- Encourage collaboration and sharing through social media via LinkedIn’s innovative API

Results

- 103,255 visits to the ProPlanet LinkedIn contest page
- 1,022 unique, innovative ideas shared
- More than 14 Million brand exposures
- More than 21K Brand Interactions.

who cared for the environment and wanted to make a difference. With these challenges and requirements in mind, several possibilities including TV and print were considered. However their target audience of young, connected, social professionals had the highest affinity towards internet based campaigns. Consequently, an internet-centric campaign augmented by outdoor activation was selected as the medium.

Solution

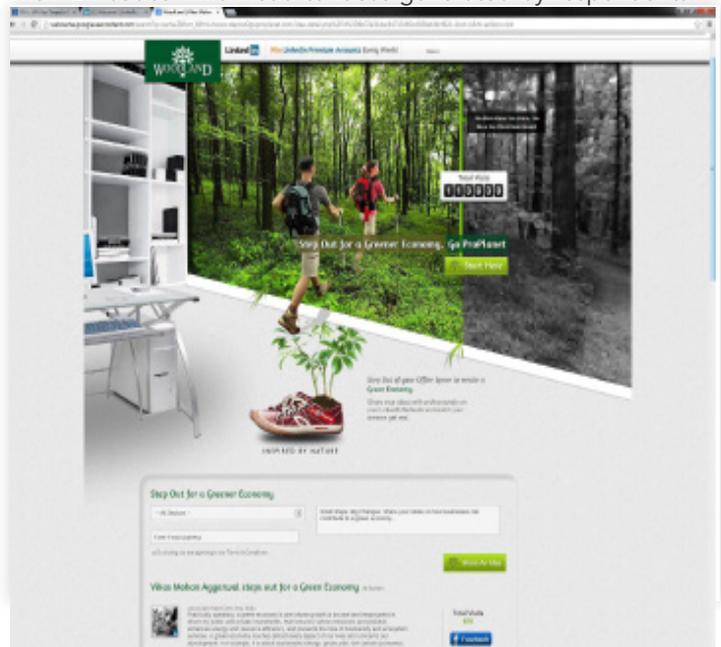
There was a need to drive a relevant connect with the brand DNA of ProPlanet and the target audience. LinkedIn was the chosen platform since it reached and more importantly engaged the right audience. Also, with a professional network of over 161 million members worldwide and over 16 million professionals in India, LinkedIn was determined to be the most suitable partner to spread awareness about ProPlanet.

LinkedIn and Woodland collaborated to create a participative campaign that invited informative and innovative ideas from LinkedIn's expansive user-base to create a greener, more environmentally friendly world. The campaign was conceptualized with an aim to engage LinkedIn India's member-base of discerning, driven professionals to urge them to step out of their offices and become ProPlaneteers.

The StepOut2GoProPlanet initiative was started by leveraging LinkedIn APIs inviting users to become ProPlanet ambassadors.

LinkedIn marketing services created the StepOut2GoProPlanet campaign. Through a combination of innovative design, positioning and engagement, the campaign resulted in an unparalleled level of awareness and participation about ProPlanet and more importantly, the need for environmental conservation.

After signing-in with their LinkedIn credentials, the audience was directed to the brand microsite StepOut2GoProPlanet.com and were asked to submit ideas on how businesses could contribute to a greener economy. On submitting the idea, a ProPlanet ambassador badge appeared on their LinkedIn profile further driving the visibility of the ProPlanet brand. Users could also share their ideas across their other social profiles, which led to an organic spread of the movement. The best ideas generated during the campaign were entitled to LinkedIn premium subscriptions and other rewards. The initiative was tactically promoted across LinkedIn as well as Woodland's owned social ecosystem. To further promote winning ideas, Woodland is now printing ProPlanet T-shirts with QR codes which lead to ideas generated by respondents.



Targeted banner ads in addition to leveraging the LinkedIn API to share and create engagement across social networks were also key elements in spreading Woodland's vision of a greener tomorrow.



The initiative was designed to allow professionals to share ideas on any one of ten key sectors, as identified by the United Nations' Environmental Program for Green Economy.

A custom message for a select audience

"Leveraging the power of LinkedIn's member-base, we directed the campaign 'StepOut2GoProPlanet' to professionals who understand the need-of-the-hour of conserving the environment, encourage them to share insights and work with us in developing a green environment and a green economy." adds Mr. Harkirat, MD – Woodlands. In four months, from concept to execution, Woodland and

An innovative campaign generates innovative ideas

The StepOut2GoProPlanet campaign went live on the 5th of June 2012, to coincide with World Environment Day. It has been an enormous success generating over 1,022 ideas and 103,225 visits. LinkedIn's API facilitated the spread of the ProPlanet philosophy through several social networks, creating word-of-mouth awareness, allowing Woodland to share their passion for environmental activism. Woodland's team intends to build on the successes realized through the ProPlanet campaign with new, creative ways to engage its customers. Mr. Harikat adds "We believe Woodland and LinkedIn's teams see completely eye-to-eye and we believe the ProPlanet campaign is just a stepping-stone to bigger and better collaborative projects!"

