



Case Study

15

Influencers

135

Posts

180K

Engagements

1.7M

True Reach

Getting the Most Out of Britain - On a Budget!

Not many people associate traveling in Britain with being on a budget, but nowadays visiting Britain is more affordable than ever!

That's why VisitBritain decided to launch their *Value Project Europe* (#ValueBritain) campaign - with the goal of raising awareness across Europe in how affordable it is to visit Britain.

VisitBritain's Mission

VisitBritain plays a unique role in raising Britain's profile worldwide.

Working with a wide range of partners in both the UK and overseas, the company's mission is to grow the volume and value of tourism across the nations and regions of Britain.

The Challenge

At VisitBritain, influencer activity takes place across international markets, which makes keeping track of the campaign and measuring its performance a challenge.

The company needed a solution to vet the prospective influencers, keep track of the content and measure each influencers engagements to ensure VisitBritain is on track with reaching the campaign's KPIs.

Strategy

VisitBritain decided to recruit highly engaged travel influencers with an extensive reach across a variety of platforms.

Running a Multinational Campaign

With Klear, VisitBritain vetted the chosen influencers to ensure they had the right audience for this campaign. VisitBritain were able to track all the campaign's content and measure its performance automatically.



Results

VisitBritain managed a campaign of 15 influencers from 10 different countries around Europe. These influencers created 135 posts pointing out the value of visiting Britain.

With 180k engagements and a 1.7m true reach, Visit Britain continues to show how Influencer marketing provides a much more valuable ROI than traditional marketing methods.

The #ValueBritain Influencer Campaign

Selected Works of Influencer Partnerships



Alex Mazuro

84

Anastasia Romanova

85

Paolo Villani

79

Tatiana Sharapova

76



♡ 8.4K

"Light in the dusk. Have a great travel to the UK!"



♡ 13K

"standing in front of a Banksy graffiti. #lovegreatbritain"



♡ 4.5K

"I enjoyed this view too much!"



♡ 2K

"The first thing I did on arrival to Moscow was to look for tickets to London for the summer!"



“Klear provides essential insights into any influencer’s following that no other software is currently able to provide.”

Kahlia Grant, VisitBritain

