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HUB BRANDED CONTENT CASE STUDY



WHITTARD

Campaign Overview

Founded in 1886, Whittard of Chelsea has grown from a single shop on Fleet Street to an internationally renowned retailer of coffee, tea and high-end gifts.

Already established as a high street staple, known for their tea, coffee and ceramics, Whittard embarked on a repositioning that would situate the brand alongside other high-end tea sellers. Whittard was keen to start using video promotion as part of their overall social-marketing strategy but wanted clarity to understand which content would best resonate with their audience.

Hub proposed a Video Strategy Discovery programme to plot a route forward. This consisted of an insight phase of research and investigation, looking at analytics and performance of existing content, competitor analysis and search analytics that would ultimately

help to frame and structure the video and content strategy for the next 12 months.

From this Discovery insight process, Hub identified the first phase would be to focus on building out Help content (part of the Triple H strategy). From here Hub developed a creative treatment, devised to make the brand visible when its target market asked key questions about its products or sector. Four live-action films were then commissioned under the two most searched queries, 'How to..?' And 'What is..?'.

With further stages of the campaign still to be released, Whittard and Hub are looking to develop a content partnership to roll out subsequent stages of the video content strategy.

If you wish to view the "White Tea" video, please [click below to watch](#).



Insight



Hub analysed user journeys and customer searches on Whittard.co.uk, as well as responses to their current content. Hub also reviewed search results to see what questions were being asked about key products. This gave us insight into the consumers 'Moments that Matter' and guided us in producing content that would put Whittard at the forefront of common searches and identify the core searches that Whittard products or the brand itself could be the solution to the searcher's query.

Production

Hub's creative treatment focused on bottling and amplifying the customer experience that consumers receive in store; leading viewers of the content to feel empowered as their tea knowledge expands. This enables them as consumers to make a more informed decision about the type of tea that they drink and permitting them to act as a brand ambassador in passing on their new-found expertise.

Working with Whittard's tea buyer Bethan, her knowledge and enthusiasm for the brand helped formulate the structure and topics for the content, combined with information drawn from the insight-phase of the project. Hub also approached Bethan to present the content, using her warmth, energy and eccentricity which perfectly exemplified Whittard's brand message.

Image for Savour the adventure.



It was important these films had an intimate, charming and cinematic feel to them, which lead to employing the use of the Arri Alexa camera with Carl Zeiss prime lenses. A macro lens was also used during the shoot to get ultra close-up shots of the tea leaves in Bethan's hand whilst she explained their identifying characteristics, giving the viewer an experience akin to visiting one of Whittard's shops.

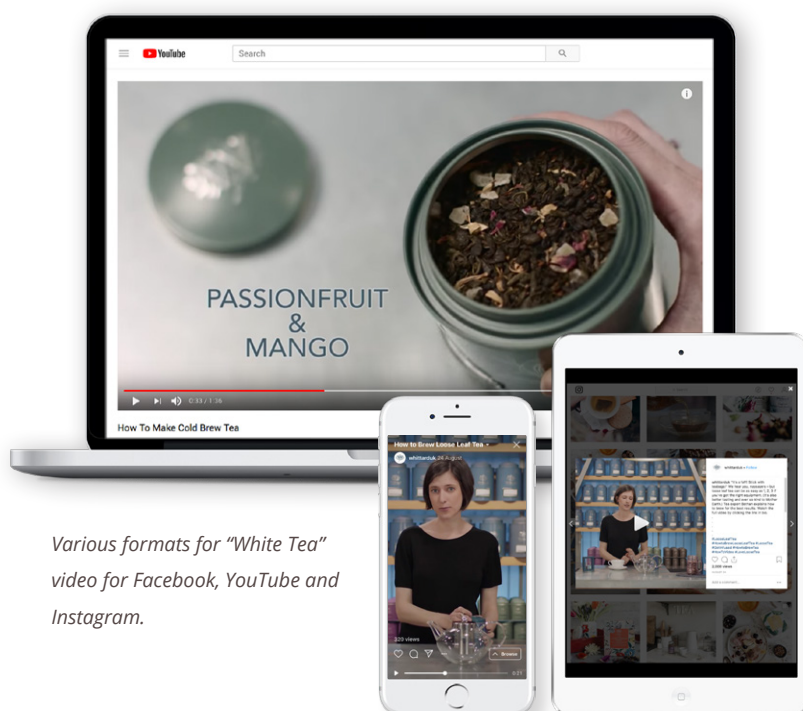
Following from that, to further cement the idea that the viewer was visiting a store would mean filming at one of their flagship locations on Lower Regent Street. Hub found a six-hour window which would cause minimal disruption to trading, set up kit the evening before and started to film at 7 am. All four films, additional cutaways and social content were shot within the tight schedule and the crew were out by lunchtime, allowing the shop to reopen for the busier afternoon/evening period.

If you would like to view the "Cold Brew" video, please [click below to watch](#).



Deliverables

Social was a consideration throughout the project, with content formatted for multiple platforms. From insight research, engagement varied per platform: shorter content that only relayed one or two key points, subtitled versions for silent playback and different aspect ratios, performed better than using a standardised format across all destinations. Each of the four films would have cutdowns in widescreen for Facebook and Youtube, square for Instagram feeds and vertical for stories.



Various formats for "White Tea" video for Facebook, YouTube and Instagram.

Results to date

Whittard launched the new campaign with 'How to Cold Brew' in July, which was timely content that fell in line with their summer holiday marketing calendar and the launch of their redesigned website.



The launch has outperformed initial expectations, reaching the same audience in 5 days that their previously most successful video took 11 months to achieve, at a cost of less than 1p per view. With **an engagement rate of 84%**, this also exceeds comparable Help content performance metrics.



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FOR FURTHER INFORMATION

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