



helping do-gooders do better through strategic
communications and marketing

NBCUniversal Case Study



Background



gro gud managed social media and blogger outreach for NBCUniversal's "Green Is Universal" and "The More You Know" programs. We also developed the overall strategies and worked closely with staff from the Corporate Social Responsibility office to execute annual campaigns.

In addition, we wrote posts for the Green Is Universal blog and coordinated program activities with NBCUniversal's "One Small Act" online tool that encourages specific actions and allows users to track progress.



Earth Week Campaign

- Green Is Universal runs an annual Earth Week campaign and we managed social media and blogger engagement multiple times. The #NoFoodWasted campaign of 2015 resonated especially well. In one week, we saw record-breaking activity on social media. It was their most successful Earth Week campaign to-date.

Every campaign is kicked off with a Twitter party. For #NoFoodWasted, we had 2,004 posts in only 60 minutes receiving 12,117,151 impressions. #NoFoodWasted was a Top Twitter Trend by the end of the party.

Our blogger outreach resulted in 41 bloggers engaging in the campaign and 24 acting as panelists at the Twitter party. We also engaged 5 nonprofits as panelists.





Earth Week Campaign

In addition to the launch, Twitter party, we were able to co-host two other food-related Twitter parties that week to further spread the message. This resulted in an additional 1,325 posts and 2.8 million impressions.

Among other tactics, to further facilitate social engagement and reach, we created branded graphics, a campaign-themed Pinboard, and social media tool kits with pre-prepared Tweets and Facebook posts for the bloggers and NBCUniversal's many brands.

**A FAMILY OF 4 SPENDS OVER
\$2,000 A YEAR ON FOOD
THAT'S NEVER EATEN.**

**The average person wastes 244
pounds of food each year –
roughly the same weight as a
refrigerator!**



Other Successes

- One of their other annual campaigns runs all of December in partnership with the Arbor Day Foundation (ADF). For each social action taken, ADF plants a tree. Our most successful year resulted in over 22,000 actions and over 72 million impressions.
- In just one year, we were able to achieve a 3.8% engagement rate on Facebook (average is 1% or less), which led to a 250% increase in impressions and a 416% increase in users. We were able to do this almost entirely organically (unpaid), which is a rare feat on Facebook, which is increasingly becoming a "pay to play" platform.
- In our final year, we increased their Pinterest following by 129%.
- Again, in our final year, we increased their Instagram following by 258%.
- We engaged nearly 50 bloggers who wanted to be on a Green Is Universal pitch list for any future opportunities.
- We developed a set of strategic recommendations for them to build on our social media and blogger engagement successes.

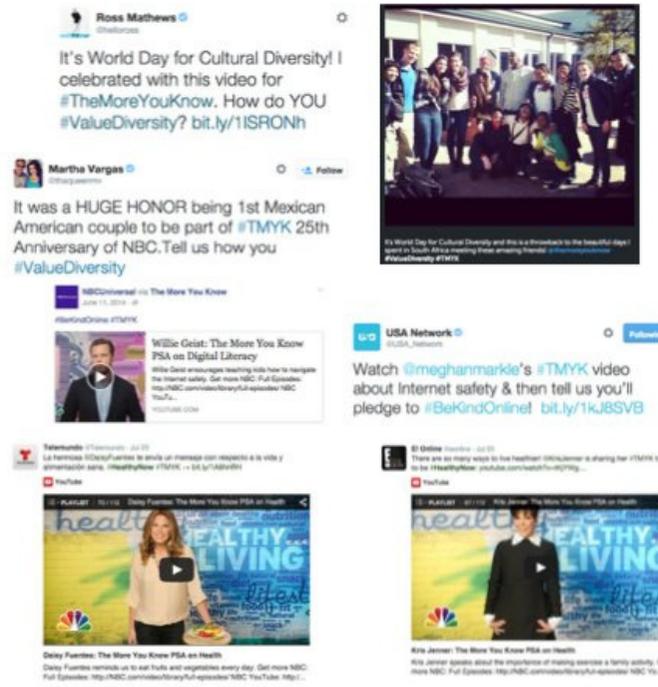


The More You Know

When we initially took over social media for TMKY, they had no presence on any platform other than Facebook. A part of our initial strategy was to develop monthly mini campaigns with specific days of action to engage not only their community, but to also give all of NBCU's brands an opportunity to showcase their "do-good" efforts.

Mini-Campaign Highlights

- **May: #ValueDiversity**
 - 157 Posts
 - 66 Users
 - Reach & Impressions N/A
- **June: #BeKindOnline**
 - 30 Posts
 - 27 Users
 - 263,050 Reach
 - 273,104 Impressions
- **July: #HealthyNow**
 - 59 Posts
 - 52 Users
 - 8,896,115 Reach
 - 8,926,058 Impressions



We created a spreadsheet with all of the social profiles for all of their brands and all of the celebrities featured in their PSAs to make it easy to tag them when relevant.

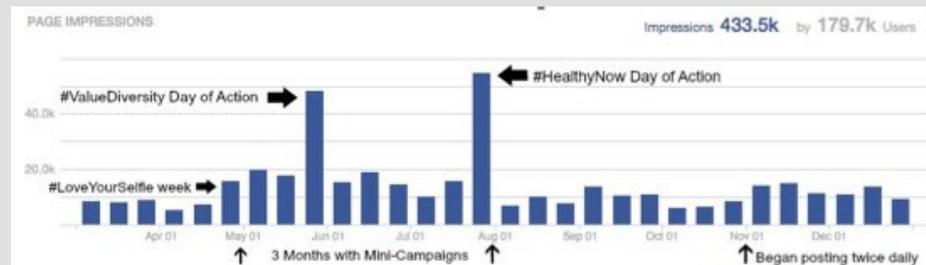
We also created social media kits for the most relevant brands. For example, we made sure Telemundo was aware of and equipped to participate in our #ValueDiversity Day of Action.

This strategy vastly increased awareness of TMKY's social presence and engagement in campaigns.



The More You Know

The More You Know has been an award-winning PSA video series for over 2 decades. Our challenge was to take something traditionally seen on television and adapt it for social media. All of the videos were uploaded to YouTube for easy sharing, but we also developed static graphics with pull-quotes to increase shareability.



In the end, we were able to increase their Facebook engagement rate from 0.5% to 5.4%. This growth was entirely organic and almost unheard of on Facebook these days.

Are you ready to see what gro gud can do for you? Email us at contact@grogud.com.



Thank you!