

RBS Insurance

Company Background

RBS Insurance is the United Kingdom's second largest insurance provider, with a company portfolio including Direct Line, Churchill, Green Flag, and Privilege. Techlightenment is a leading App developer, while Foolproof is an agency specializing in user-centred digital design.

Objective

RBS Insurance hired Techlightenment and Foolproof to develop a campaign that would encourage Facebook users to help determine the features and functionality that should be included in a new iPhone app for Direct Line auto insurance. The initiative focused on getting specific users to authorize a custom Facebook application on a Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis. Via the Facebook page, users actively suggested product features and suggestions for the iPhone app. This was RBS's first experience creating a "test and learn" environment with Facebook, where it could present new concepts to existing and potential customers and engage them in the development process. According to Richard Bassinder, RBS Insurance's Innovation Manager, the Facebook tie-in allowed RBS to conduct a qualitative inquiry on a quantitative scale: "It's not only about the sheer volume of Facebook users; it's also about the fact that Facebook's younger demographic is similar to that of the Direct Line customer."

Facebook Executive Summary

Client:



Agency:

Techlightenment (tl)

Foolproof

Objective: Incorporate customer feedback into development of Direct Lines new iPhone app and increase engagement with the brand.

Solution: A series of Ads recruiting users to collaborate.

Tools:



Key Lessons:

- Facebook's "test and learn" environment produced a wealth of research from users that assisted in the development of Direct Line's new iPhone app
- The highly engaged community created by the Direct Line campaign on Facebook can be targeted for future interaction and campaigning.

"The real beauty of Facebook is that you get a double whammy: development of your product by the community plus the opportunity to pull away some statistics that you can analyse for further campaigning and development."



Richard Bassinder, Innovation Manager, RBS Insurance

Using their proprietary Facebook Ads management software, called “Alchemy,” Techlightenment tested many ads and targeting criteria simultaneously. These ads were generated, launched and optimized in Alchemy, a powerful tool that leverages the Facebook Ads Application Programming Interface or API.

Approach

On behalf of RBS Insurance, Foolproof ran a three-week Facebook campaign from April 8 to May 5 2010. The agency used Facebook’s targeting abilities to recruit participants based on age, gender and location. Foolproof also employed keyword targeting, seeking users with interests such as driving, insurance and particular phone types and car brands. Facebook’s targeting allows companies to reach their most likely customers based on information listed in users’ profiles, but does not reveal the personal data of the people who fit into the targeting categories.

People who clicked on the ad asking them to help design “the perfect driving app” were taken to Direct Line’s Facebook Page. There, they were introduced to the app and asked to choose up to six features that they would like include in it. “There was a real cost advantage to doing it in this way,” says Richard. “We’d have paid a lot more to set up a new site and generate traffic. We moved our application into the network, rather than trying to drag some or all of the network to our application.”

Results

- 343 users started the Direct Line survey; 193 users completed all the questions (at a cost of £38.86 per complete).
- Direct Line generated 631 unique comments on app features, naming and the Ideas Lab itself.
- The Facebook campaign delivered 55.3 million impressions for Direct Line.
- The Facebook campaign generated 6,397 clicks for Direct Line (at £1.17 per click).
- 70 users (36% of those who finished the survey) were willing to be reengaged for future research by RBS.
- 1% of respondents clicked through to the DirectLine.com homepage.



“RBS Insurance won’t be the last to realise that Facebook is a huge resource that must be approached and addressed in a different way. As far as advertising and marketing goes, it’s a game-changer.”



Tom Wood, Foolproof

Future

RBS Insurance is working with Techlightenment and Foolproof to carry the achievements of the Direct Line campaign forward, building a permanent, scalable Facebook infrastructure and rolling it out to the other group brands. “We could be looking at a real Ideas Lab, where our companies have concurrent projects and users can be involved in all manner of different things,” says Richard. “What the Direct Line campaign has proved, in my mind, is that social media can move beyond creating purely amusing or fun content, and can engage people in serious discussions and get them involved in genuine interaction. The speed, the scope, and the depth of what we’ve been able to achieve with this campaign open up a huge amount of opportunity moving forward.”

“The Direct Line campaign changed my perspective about the way in which brands can enter into dialogue with customers,” says Tom Wood of Foolproof.

