

A case study with a marketing context essentially helps one to illustrate as well as explain how one gained profitable success in a particular situation. These marketing case studies with solutions help students or other individuals by acting as illustrations of how using a specific approach can be beneficial. Creating content has been one of the most important agendas for marketers these days. They want to generate leads, drive the traffic online, collaborate with other channels, and know each and every single thing about the audience in the best way. As per recent stats, Costs of content marketing is 62% lesser than traditional marketing and it offers 3 times better lead generations. Marketing case studies are one of the top-performing content on the web. Hence, having a proper marketing study in the best days. However, creating that can be a tough thing for sure. Hence, we are here to help you out. We are going to provide you with some tips on how to create the perfect marketing study in the best. way. What is a Marketing Case Study? A marketing case study mainly includes analysing a project, campaign or business idea of a company identification, recommending a solution and implementing case study is a web page or a document which constitutes the following: Subject description: This explains and gives the details of the problems faced by the customers as well as their history. The goal of the subject: It defines the purposes of the project such that the readers can understand what the objectives are. The hypothesis of the strategy used: This explains the readers the expected results of a particular strategy being implemented for the customer or the client. The implementation process of the strategy: This part takes the reader through the network the details of the results generated by the strategy with proper details. Conclusions or inferences: The marketing case study then ends with details about what conclusions could be drawn from the case study along with how it can help other individuals. Want to Know the Path to Become a Digital Marketing Expert?Download Detailed Brochure and Get Complimentary access to Live Online Demo Class with Industry Expert. Date: May 31 (Sat) | 11 AM - 12 PM (IST) What is the Purpose of a Marketing Case Study? The purpose of a Marketing Case Study? The purpose of a marketing case study is to act as a lure. It effectively dangles good results in front of potential clients or customers. It drives them towards choosing your business over others and thus, increases your conversion rates. Take, for instance, a customer is trying to choose between your competitor for a particular product or service. If you put up successful marketing case studies in support of your business, the customer is likely to opt for your business over your competitor. It is because the marketing case study illustrates how your product or service helped its clients achieve their goals efficiently. The marketing case studies also help build trust with the clients. They lead them to trust and confide with your capabilities. You can also use the logic of your customers to make effective business decisions. It can be done by putting yourself in the customer's shoes and thinking like them. It can effectively help you gain significant and meaningful insights into new methods of marketing case study by a company helps them gain an edge over their competitors as they are giving out substantial proof. The inclusion of quotes made by the clients further helps improve the trust factor. The marketing case studies also help them make more informed decisions. Another essential thing to remember is not to copy your competitors or any other businesses. Companies should try to be creative as well as innovative while formulating the marketing case study. pointing out the shortcomings of the project or the positive points of a project. This helps in the in-depth analysis of the project and pointing out the underlying facts that may have their contribution to the success or failure of the campaign. Marketing case study ultimately prevents the repetition of any wrong decision taken by any company which led to the collapse of the project, and in the case of study of the successful case study it helps in improving the suggestion where this helps to increase the rate of successful marketing campaigns. In today's time, it is quite tough to run a successful marketing campaigns. In today's time, it is quite tough to run a successful marketing campaigns. parts of a marketing strategy for a particular kind of business associated with a particular industry or niche. Marketing campaign. They act as a step by step guide that ensue flawless channelization of your marketing campaign. Necessary Steps to Creating an Effective Marketing Case Study: For writing an effective marketing case study, you should select a case that you will study. For the second step, read and examine the case thoroughly. Take the notes about the situation; this will help you later while analysing the case. Then you should highlight the fundamental problems and the underlined facts; this will help in the in-depth analysis of any problem. Identify two to five critical problems and analyse each at a time. Analyse the different aspects of the problem and deeply check the underrated facts. Study about the case. case. In case of failure, suggest the best solution possible. And in case of a successful case indicate the point to the betterment of the success. 1) Choose a story that a customer or a client will relate to 2) Identify and understand the key points that should be contained in the case study 3) Use these key points to tell the story to the reader 4) Talk about the problems faced and the potential solutions 5) Highlight, i.e. focus on the results of your campaign 6) Talk about the different types of design and processes 7) Remember to ask for feedback as this will help you understand what your potential customer wants to learn about Tips To Help You Create Better Marketing Case Studies Do you want to have a marketing case study with a solution? Well, we have some tips that are going to help you out for sure. These tips are definitely helpful and will provide you when you want to create the perfect example of marketing case study for sure. The most amazing case studies that you might have seen so far are the ones that tend to leverage all the right relationships in the best way. So, you need to go ahead and try it once for sure. 2. So, you need to go ahead and try it once for sure. Tell a Story After you have started gathering all the facts, you need to make sure that you put them into writing so that it looks more like a story that people are going to love. Some of the best marketing case study examples for students are the ones that have a certain story to it. So, there is no doubt that you need to go ahead and try it out for sure 3. Pay Attention to Formatting This is another one of the most important tips that we have in line for you. Formatting is as important as writing is as important as writing the text and what you are writing. So, you have to pay attention to that as well. No one really enjoys having the text and what you are writing is as important tips that we have in line for you. order to get your message known to the people. This might even prompt the readers to move to something else. Surely, you don't want that to happen, right? 4. Include Some Facts Now no marketing case study would be complete if you don't put in some facts for sure. It won't be having the desired effect that it's supposed to have on the audience in the first place. So, that is a risk you shouldn't be taking. Make sure to put in lots of facts for the readers out there. So, that is how you make a proper marketing case study. reach for sure. Let us look at some compelling marketing case study examples for students and other individuals. Top 11 Marketing case study source - the daily egg This example of a marketing case study source - the daily egg This example of a marketing case study source - the daily egg weaknesses were identified in Shopify's sales channel, a decision was made to adopt HubSpot. The marketing case study with solution talks about how Shopify used HubSpot's email plugin to enhance communication while saving time. It also leads to a rise in the level of trust among the leads. The marketing case study highlights how the tools from HubSpot helped the company achieve success. However, there are not any statistics available to support this approach. 2) Level Ten Design blog talks about how a mention by a celebrity can help boost a company's profits. It talks about the halo effect of social media on organic search. It recounts how a client's traffic was significantly affected when Selena Gomez tweeted about it. Owing to the celebrity's reach, the client's website's analytics showed a massive increase in its organic traffic along with the brand-related keyword searches. 3) Bit.ly Marketing case study source - pinterest Bit.ly is one of the top marketing case study examples for students that use a traditional template. It was a simple PDF document containing several sections of the marketing with Bit.ly. Vissla was able to gain better control of their social media marketing channels. It helped them effectively improve the content they were sharing. This example of a marketing case study shows that one can use design to make the content easy to understand. 4) Sennep is a case study turned into a video. It interacts with the viewers and talks about the issue and its solution along with the process taken to reach the results. 5) Viperchill Example of marketing case study source - the daily egg Another example of a marketing case study is by Viperchill. This marketing case study is by Viperchill. This marketing case study source - the daily egg Another example of 64 percent. This marketing case study with a solution gives out hard numbers making it easier to comprehend. 6)
gShift Marketing case study source - alexa blog This marketing case study focuses on keeping it crisp by including information on the brand, issue, its solution along with the achieved results of the marketing campaign. 7) MarketingSherpa Marketing case study given out by MarketingSperpa is extensively detailed. It highlights how MarketingSperpa offered its help to a natural foods company and helped them boost their revenue by a factor of 18 percent. They helped them do this by redesigning their website. It is one of the excellent marketing case study examples for students as it consists of numerous visuals as well as detailed explanations. 8) SEOMoz Blog on Optimization of Photo Labels Another marketing case study by the SEOmoz blog given by Kasy Allen highlights the importance of the correct labeling one's photos. It is in contradiction to the simple usage of keywords. She states, "If you fill the alt tag with nothing but keywords, how are people going to get the images that they need? Do I want 'world's best tortilla soup recipe ever' or do I want 'thick tortilla soup recipe?". Kasy Allen also carried out a search test to understand the other criteria that Google might be taking into account when it is crawling as well as ranking images. 9) Landing Page Case Study by OH Partners Marketing case study with solution source - alexa blog Another marketing case study by gShift is about the optimization of the landing page of the OH Partners. Again, like the previously mentioned case study, it has been kept short and to the point. It consists of the details about the landing page along with a supporting video as well as links to similar case study] source unbounceOli Gardner's marketing case study gives the details of a test that was conducted. This test effectively improved a newsletter's opt-in conversion rate by 12 percent. It did so by including a preview of the newsletter's opt-in conversion rate by 12 percent. It did so by including a preview of the newsletter's opt-in conversion rate by 12 percent. It did so by including a preview of the newsletter's opt-in conversion rate by 12 percent. It did so by including a preview of the newsletter's opt-in conversion rate by 12 percent. It did so by including a preview of the newsletter's opt-in conversion rate by 12 percent. bunch". 11) The 4-Hour Workweek Source - wikipedia The author of the book, "The 4-Hour Workweek" tested the name of the book on Google AdWords before going ahead with it. The author, Timothy Ferriss, created different campaigns for six prospective titles of the book. He then selected the title which achieved the best CTRs, i.e. click-through rates. It is a great marketing case study examples for students. Marketing Case Study Wrap Up! Marketing case studies help a company enhance its conversion rates significantly. But they also require one to put in a lot of effort as well as time. A good case study requires work as if it is helping to increase your sales; it is but evident that you need to put in the required efforts. It is important to remember that marketing case studies help build trust levels with clients. It helps in the conversion of leads to proper customers. A good case study also displays your track record and effectively forms a case where others can use your products or services in place of someone else's. Finally, a marketing case study also helps improve a brand's awareness. It does so by promoting itself on social media. Want to learn digital marketing case studies of top-performing businesses around the world? Enrolling in a Digital Marketing Course will help you do this like a pro. Register Don't have an account? Register one! Register an Account Dive into our marketing case studies to uncover the strategies behind successful campaigns. Learn how businesses effectively reach their audiences, build brands, and drive sales, providing inspiration and lessons for your marketing endeavors. Some marketing campaigns leave a lasting impression. We've gathered insights from CEOs and marketing leaders to share one standout marketing case study that resonates with them. From Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Success Local Bookstore's Community Engagement Coca-Cola's Personalized Brand Experience Dropbox's Viral Referral Program Authentic Influencer Marketing for CPG Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaigns AXE's 'Find Your Magic' Brand Refresh Squatty Potty's Humorous Viral Video Old Spice's Viral Humor Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Launch Video One marketing case study that has always stayed with me is the Dove Real Beauty Campaign. It really struck a chord when it launched in 2004, challenging the beauty standards and celebrating women's diversity. What made it stand out was the "Real Beauty Sketches" video, where women described themselves to a sketch artist. Seeing the stark contrast between their self-perceptions and how others saw them was incredibly eye-opening and touching. didn't just try to sell products; they took a stand for something much bigger, and it resonated deeply with people. Using video storytelling was a genius move as it made the message more impactful and shareable. I believe Dove showed how brands can make a real difference by addressing important social issues in an authentic and meaningful way. Nicole Dunn, CEO, PR and Marketing Expert, Dunn Pellier Media As a content and brand marketer, Oatly's brand strategy always inspires me. They are a textbook example of comprehensive brand-building. Their visual style is instantly recognizable—bold, disruptive, and often filled with humor, making oat milk a statement and something you'd be proud to display on your shelves or socials. Their tone of voice is witty, sometimes cheeky. They've even printed negative feedback on their packaging, which really just shows how they court controversy to spark conversations and enhance their brand's visibility. And there's a strong story behind Oatly, too. They promote sustainability and aren't shy about their environmental impact, which has simply helped them grow an enthusiastic community of environmental advocates. Clever in endless ways, such that tons of oat milk brands have followed suit. Wisia Neo, Content Marketing Manager, ViB One standout marketing case study that sticks with me is the implementation of our RockerVox Restaurant Bundle, aimed at optimizing cash flow through targeted use of employer-based tax credits. The power of this case study lies in its immediate financial impact on the client, a local restaurant chain that was struggling to keep its doors open in the wake of the pandemic. By integrating the Work Opportunity Tax Credit (WOTC) and other relevant tax schemes into their payroll setup, we enabled the restaurant to reclaim a significant amount in tax credits. The real game-changer was not just the financial relief but also how it was achieved. We combined this with StaffedUp's Applicant Tracking System, which improved their hiring processes and decreased employee turnover. This holistic approach led to a sustainable improvement in their operations and cash flow. What made this case study so great was its tangible results. The restaurant saw a cash flow improvement of over 100%. This wasn't just a number on a report—it meant being able to invest back into the business, enhance their services, and ultimately, keep their community fed and employed. This approach of integrating technology with financial strategy can be adapted by other businesses striving for similar resilience and growth, especially in times of economic difficulty. Philip Wentworth, Jr, Co-Founder and CEO, Rockerbox Certainly, one particularly impactful marketing strategy I led at FireRock Marketing involved a small local bookstore that was facing steep competition from online retailers. Our challenge was to increase foot traffic and reinforce the store's brand presence in a highly digitalized market. We initiated a campaign called "Local Pages, Local Stages," where we leveraged digital marketing alongside community engagement. The bookstore held monthly events featuring local authors and artists, which we promoted heavily through targeted social media ads, email marketing, and local influencer partnerships. This multifaceted approach tapped into the community's growing interest in supporting local ventures, enhancing visibility significantly. The outcomes were remarkable Over the campaign's six-month duration, in-store sales increased by 40%, and the bookstore saw a 65% rise in attendance at events, which also boosted ancillary revenue from merchandise and cafe sales. Additionally, social media engagement metrics increased by over 150%, reflecting greater brand awareness. This case study sticks with me because it exemplifies the power of combining digital strategies with community-based marketing to create a sustainable growth model. It shows how businesses can use holistic, integrated approaches to effectively adapt to new consumer behaviors and competitive landscapes. Ryan Esco, Chief Marketing Officer, FireRock Marketing A memorable marketing case study is the "Share a Coke" campaign by Coca-Cola. Initially launched in Australia in 2011, this campaign personalized the Coke experience by replacing the iconic Coca-Cola logo on bottles with their names. The idea was to encourage people to find bottles with their names or those of their friends and family, creating a more personal connection to the brand. The campaign was an enormous hit and was quickly rolled out worldwide, incorporating more names and even terms of endearment in different languages.
The brilliance of this campaign lay in its use of personalization, which tapped directly into the social media trend of sharing personal moments. People enthusiastically shared their personalized Coke bottles on various social media platforms, significantly amplifying the campaign's reach beyond traditional products can be revitalized through creative marketing strategies that engage consumers personally. Sahil Kakkar, CEO and Founder, RankWatch For me, a standout marketing strategy back in their early days. By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. Users had a vested interest in sharing to be a self-perpetuating in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. cycle where better product engagement fueled more referrals, which then improved engagement further. It was an ingenious lever that capitalized on the inherent sharing dynamics of their service to ignite explosive growth. The simplicity and potency of this growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. The goal was to increase awareness and trial of their new line of organic snacks among millennial moms in a crowded market. We developed an influencer seeding strategy focused on relatable mom micro-influencers on Instagram. Instead of just sending products, we worked with the influencers to develop authentic content that told real stories about the role of snacking and nutrition in busy family life. The photos and videos felt genuine, not overly polished or promotional. Engagement was through the roof—the content resonated with the target audience. By the end of the 3-month campaign, we increased awareness by 45% and trial by over 20%. The CPG brand was thrilled, and the case study became an example we still reference today of the power of influencer marketing done right. Authenticity wins. Gert Kulla, CEO, RedBat.Agency One marketing case study that stuck with me was the Airbnb "We Accept" campaign, launched in 2017, focusing on social impact. This response to the global refugee crisis aimed to promote inclusivity, diversity, and acceptance within communities worldwide. What made this case study remarkable was its ability to leverage the Airbnb platform to facilitate connections between hosts and displaced persons, providing them with temporary housing and support. Airbnb demonstrated its commitment to using its platform for social good and making a tangible difference in the lives of those in need. This aligned with its mission to create a world where anyone can belong anywhere. At the end of the day, Airbnb's "We Accept" campaign was a compelling case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. Peter Bryla, Community Manager, ResumeLab One standout marketing case study that sticks with me is the "Amul" marketing case study that sticks with me is the "Amul" marketing case study that sticks with me is the "Amul" marketing case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. make for excellent and impactful case studies as well. Here's why Amul's marketing stands out: The Amul Girl - The mascot of a mischievous, friendly butter girl has become one of India's most recognizable brand icons since her inception in 1966. Her presence on topical ads commenting on the latest news and pop culture trends has made Amul's billboards a long-standing source of joy and relevance. Topicality - Amul's billboards and newspaper ads are renowned for their topicality and ability to humorously comment on major events, celebrity happenings, and political developments within hours. This real-time marketing has kept the brand part of daily conversations for decades. Humor - The not-so-secret sauce is the brilliant use of puns, wordplay, and satirical humor that Amul consistently delivers through the eyes of the Amul Girl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running for over 50 years, still keeping audiences engaged across multiple generations. The long-running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing at its best! Yash Gangwal, Founder, Urban Monkey Axe (Lynx in the UK) had created a problematic brand image from past marketing efforts. Their focus on 'attraction is connected to conquest' hadn't dissuaded men from buying their deodorants, but had a toxic effect on perceptions of the brand equity showed that brand equity showe continue allowing the brand to be relevant for the future. That led to a superb partnership with creative agency 72 and Sunny Amsterdam. Unilever was able to tap into an entirely new philosophy for its brand: Empower men to be the most attractive man they could be - themselves. With that idea in mind, 2016 saw the launch of the AXE 'Find Your Magic' commercial, a stunning celebration of the diversity of modern masculinity. The campaign featuring brand ambassadors, including John Legend. While not all parts of the creative were successful, the campaign drove more than 39 million views and 4 billion media impressions in the first quarter after the launch. But most critically, AXE saw a 30+% increase in positive perception of their brand image you have today may not be suited for a future world A broader understanding of what your customer base looks like - women also play a big role in men's choice of deodorant A big and bold attempt to change the way your brand is perceived - and succeeding with flying colors. Yannis Dimitroulas, SEO and Digital Marketing Specialist, Front & Centre One standout marketing case study that sticks with me is the campaign for Squatty Potty. The brand created a humorous video featuring a unicorn pooping rainbow ice cream to demonstrate the benefits of using their product. This unconventional approach garnered widespread attention and went viral, generating millions of views and shares on social media platforms. The success of this campaign can be attributed to its creative storytelling, humor, and shock value, which made it memorable and engaging for viewers. By thinking outside the box and taking a risk with their messaging, Squatty Potty was able to create a unique and effective marketing strategy that resonated with consumers. This case study serves as a reminder that creativity and originality can set a brand apart in a crowded marketplace, ultimately leading to increased brand awareness and customer engagement. Carly Hill, Operations Manager, Virtual Holiday Party The Old Spice 'The Man Your Man Could Smell Like' campaign remains etched in my memory. Its brilliance lies in its humor and creativity. By featuring a charismatic spokesperson and employing absurd scenarios, it captured viewers' attention and went viral. The campaign seamlessly integrated across platforms, from TV to social media, maximizing its reach. Its cleverness and entertainment value made it unforgettable, setting a benchmark for engaging marketing strategies The case study showcases the importance of storytelling and humor in capturing audience interest and driving brand awareness. Dan Ponomarenko, CEO, Webvizio A marketing case study that has made a lasting impression on me is the Red Bull Stratos Jump. This campaign was for Felix Baumgartner's record-breaking jump from the edge of space, sponsored by Red Bull. The goal of this campaign was to create buzz and generate brand awareness through this extreme event. The reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. The live broadcast of Baumgartner's jump on various channels and social media platforms garnered over 52 million views, making it one of the most-watched live events ever. Red Bull's strategic use of real-time marketing, storytelling, and high-quality visuals made this campaign a huge success, resulting in a significant increase in sales and brand recognition for the company. This case study serves as a great example of how a well-planned and executed marketing campaign can effectively reach and engage with a wide audience. Brian Hemmerle, Founder and CEO, Kentucky Sell Now Maple Dental's SEO Success Story One standout marketing case study that resonates with me is the SEO transformation for Maple Dental. This campaign dramatically improved their local online visibility, leading to a substantial increase in new patient appointments. The integration of Google Maps SEO proved to be a game-changer, emphasizing the power of local search optimization in attracting nearby clients. impact on the clinic's business. For instance, the campaign led to a 230% increase in phone calls and a 223% increase in website visits. Such clear, quantifiable results showcased a direct contribution to business growth. These metrics are vital for demonstrating the return on investment in digital marketing efforts. Additionally, the use of a targeted approach to
enhance Google Maps visibility was particularly compelling. By optimizing their presence on Google Maps, Maple Dental saw a 250% increased patient inquiries and visits. Ihor Lavrenenko, CEO, Dental SEO Expert One case study that always comes to mind is Dollar Shave Club's launch video in 2012. It was called "Our Blades Are F\*cking Great," and let's just say it got people talking! This video was hilarious and totally different from those fancy shaving commercials we were used to seeing. It spoke directly to guys, poked fun at expensive razor prices, and offered a way to get awesome blades for much less. Additionally, it told everyone to check out their website. It was short, catchy, and made a huge impact. This is a perfect example of how a creative and funny video can grab attention, make people remember your brand, and get them to become customers. Perry Zheng, Founder and CEO, Pallas Page 2 Some marketing campaigns leave a lasting impression. We've gathered insights from CEOs and marketing leaders to share one standout marketing case study that resonates with them. From Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Oatly's Bold Brand Strategy RockerVox's Tax Credit Success Local Bookstore's Community Engagement Coca-Cola's Personalized Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaigns AXE's 'Find Your Magic' Brand Refresh Squatty Potty's Humorous Viral Video Old Spice's Viral Humor Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Launch Video One marketing case study that has always stayed with me is the Dove Real Beauty Campaign. It really struck a chord when it launched in 2004, challenging the beauty standards and celebrating women's diversity. 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The campaign was an enormous hit and was quickly rolled out worldwide, incorporating more names and even terms of endearment in different languages. The brilliance of this campaign lay in its use of personalization, which tapped directly into the social media trend of sharing personal moments. People enthusiastically shared their personalized Coke bottles on various social media platforms, significantly amplifying the campaign's reach beyond traditional advertising media. This strategy boosted sales and reinforced Coca-Cola's position as a fun and innovative brand. The "Share a Coke" campaign is a powerful example of how traditional products can be revitalized through creative marketing strategies that engage consumers personally. Sahil Kakkar, CEO and Founder, RankWatch For me, a standout marketing case study that really sticks with me is Dropbox's referral program strategy back in their early days. By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with virtually no acquisition cost. storage. This created a self-perpetuating cycle where better product engagement fueled more referrals, which then improved engagement further. It was an ingenious lever that capitalized on the inherent sharing dynamics of their service to ignite explosive growth. The simplicity and potency of this growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. The goal was to increase awareness and trial of their new line of organic snacks among millennial moms in a crowded market. 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dairy cooperative, make for excellent and impactful case studies as well. Here's why Amul's marketing stands out: The Amul Girl - The mascot of a mischievous, friendly butter girl has become one of India's most recognizable brand icons since her inception in 1966. Her presence on topical ads commenting on the latest news and pop culture trends has made Amul's billboards a long-standing source of joy and relevance. Topicality - Amul's billboards and newspaper ads are renowned for their topicality and ability to humorously comment on major events, celebrity happenings, and political developments within hours. conversations for decades. Humor - The not-so-secret sauce is the brilliant use of puns, wordplay, and satirical humor that Amul consistently delivers through the eyes of the Amul Cirl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running for over 50 years, still keeping audiences engaged across multiple generations. The long-running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's Gujarati roots and building a personal connection with local consumers. The impact of Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing at its best! Yash Gangwal, Founder, Urban Monkey Axe (Lynx in the UK) had created a problematic brand image from past marketing efforts. Their focus on 'attraction is connected to conquest' hadn't dissuaded men from buying their deodorants, but had a toxic effect on perceptions of the brand aging poorly and desperately needing a refresh to continue allowing the brand to be relevant for the future. That led to a superb partnership with creative agency 72andSunny Amsterdam. Unilever was able to tap into an entirely new philosophy for its brand: Empower men to be the most attractive man they could be - themselves. With that idea in mind, 2016 saw the launch of the AXE 'Find Your Magic' commercial, a stunning celebration of the diversity of modern masculinity. The campaign featuring brand ambassadors, including John Legend. While not all parts of the creative were successful, the campaign drove more than 39 million views and 4 billion media impressions in the first quarter after the launch. But most critically, AXE saw a 30+% increase in positive perception of their brand. 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The case study showcases the importance of storytelling and humor in capturing audience interest and driving brand awareness. Dan Ponomarenko, CEO, Webvizio A marketing case study that has made a lasting impression on me is the Red Bull Strategies. record-breaking jump from the edge of space, sponsored by Red Bull. The goal of this campaign was to create buzz and generate brand awareness through this extreme event. The reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. The live broadcast of Baumgartner's jump on various channels and social media platforms garnered over 52 million views, making it one of the most-watched live events ever. Red Bull's strategic use of real-time marketing, storytelling, and high-quality visuals made this campaign a huge success, resulting in a significant increase in sales and brand recognition for the company. 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By optimizing their presence on Google Maps, Maple Dental saw a 250% increase in monthly maps impressions, which directly correlated with increased patient inquiries and visits. Ihor Lavrenenko, CEO, Dental SEO Expert One case study that always comes to mind is Dollar Shave Club's launch video in 2012. It was called "Our Blades Are F\*cking Great," and let's just say it got people talking! This video was hilarious and totally different from those fancy shaving commercials we were used to seeing. It spoke directly to guys, poked fun at expensive razor prices, and offered a way to get awesome blades for much less. Additionally, it told everyone to check out their website. It was short, catchy, and made a huge impact. This is a perfect example of how a creative and funny video can grab attention, make people remember your brand, and get them to become customers. Perry campaigns leave a lasting impression. We've gathered insights from CEOs and marketing leaders to share one standout marketing case study that resonates with them. From Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Dove's Real Beauty Campaign Impact Oatly's Bold Brand Strategy RockerVox's Tax Credit Success Local Bookstore's Community Engagement Coca-Cola's Personalized Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaigns AXE's 'Find Your Magic' Brand Refresh Squatty Potty's Humorous Viral Humor Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Humor Campaign. It really struck a chord when it launched in 2004, challenging the beauty standards and celebrating women's diversity. What made it stand out was the "Real Beauty Sketches" video, where women described themselves to a sketch artist. Seeing the stark contrast between their self-perceptions and how others saw them was incredibly eye-opening and touching. What I found so compelling about this campaign was its message of self-acceptance and empowerment. Dove didn't just try to sell products; they took a stand for something much bigger, and it resonated deeply with people. Using video storytelling was a genius move as it made the message more impactful and shareable. I believe Dove showed how brands can make a real difference by addressing important social issues in an authentic and meaningful way. Nicole Dunn, CEO, PR and Marketing Expert, Dunn Pellier Media As a content and brand marketer, Oatly's brand strategy always inspires me. They are a textbook example of comprehensive brand-building. Their visual style is instantly recognizable—bold, disruptive, and often filled with humor, making oat milk a statement and something you'd be proud to display on your shelves or socials. Their tone of voice is witty, sometimes cheeky. They've even printed negative feedback on their packaging, which really just shows how they court controversy to spark conversations and enhance their brand's visibility. And there's a strong story behind Oatly, too. They promote sustainability and aren't shy about their environmental advocates. Clever in endless ways, such that tons of oat milk brands have followed suit. Wisia Neo, Content Marketing Manager, ViB Oneet a strong story behind Oatly, too. standout marketing case study that sticks with me is the implementation of our RockerVox Restaurant Bundle, aimed at optimizing cash flow through targeted use of employer-based tax credits. The power of this case study lies
in its immediate financial impact on the client, a local restaurant chain that was struggling to keep its doors open in the wake of the pandemic. By integrating the Work Opportunity Tax Credit (WOTC) and other relevant tax schemes into their payroll setup, we enabled the restaurant to reclaim a significant amount in tax credits. The real game-changer was not just the financial relief but also how it was achieved. We combined this with StaffedUp's Applicant Tracking System, which improved their hiring processes and decreased employee turnover. This holistic approach led to a sustainable improvement in their operations and cash flow. What made this case study so great was its tangible results. The restaurant saw a cash flow improvement of over 100%. This wasn't just a number on a report—it meant being able to invest back into the business, enhance their services, and ultimately, keep their community fed and employed. This approach of integrating technology with financial strategy can be adapted by other businesses striving for similar resilience and growth, especially in times of economic difficulty. Philip Wentworth, Jr, Co-Founder and CEO, Rockerbox Certainly, one particularly impactful marketing strategy I led at FireRock Marketing involved a small local bookstore that was facing steep competition from online retailers. Our challenge was to increase foot traffic and reinforce the store's brand presence in a highly digitalized market. We initiated a campaign called "Local Pages, Local Stages," where we leveraged digital marketing alongside community engagement. The bookstore held monthly events featuring local authors and artists, which we promoted heavily through targeted social media ads, email marketing, and local influencer partnerships. This multifaceted approach tapped into the community's growing interest in supporting local ventures, enhancing visibility significantly. The outcomes were remarkable. Over the campaign's six-month duration, in-store sales increased by 40%, and the bookstore saw a 65% rise in attendance at events, which also boosted ancillary revenue from merchandise and cafe sales. Additionally, social media engagement metrics increased by over 150%, reflecting greater brand awareness. This case study sticks with me because it exemplifies the power of combining digital strategies with community-based marketing to create a sustainable growth model. It shows how businesses can use holistic, integrated approaches to effectively adapt to new consumer behaviors and competitive landscapes. Ryan Esco, Chief Marketing Officer, FireRock Marketing A memorable marketing case study is the "Share a Coke" campaign personalized the Coke experience by replacing the iconic Coca-Cola. Initially launched in Australia in 2011, this campaign personalized the Coke experience by replacing the iconic Coca-Cola. Initially launched in Australia in 2011, this campaign personalized the Coke experience by replacing the iconic Coca-Cola. encourage people to find bottles with their names or those of their friends and family, creating a more personal connection to the brand. The campaign was an enormous hit and was quickly rolled out worldwide, incorporating more names and even terms of endearment in different languages. The brilliance of this campaign lay in its use of personalization, which tapped directly into the social media trend of sharing personal moments. People enthusiastically shared their personalized Coke bottles on various social media, trend of sharing personalized coke bottles on various social media platforms, significantly amplifying the campaign's reach beyond traditional advertising media. and innovative brand. The "Share a Coke" campaign is a powerful example of how traditional products can be revitalized through creative marketing strategies that engage consumers personally. Sahil Kakkar, CEO and Founder, RankWatch For me, a standout marketing strategies that engage consumers personally. in their early days. By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. Users had a vested interest in sharing Dropbox since it directly expanded their own cloud storage. This created a self-perpetuating cycle where better product engagement fueled more referrals, which then improved engagement fueled more referrals, which then improved engagement fueled more referrals. growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. 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This is a perfect example of how a creative and funny video can grab attention, make people remember your brand, and get them to become customers. Perry Zheng, Founder and CEO, Pallas Page 4 Some marketing campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Dove's Real Beauty Campaign Impact Oatly's Bold Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Humor Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Humorous Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Humorous Viral Humorous Viral Video Old Spice's me is the Dove Real Beauty Campaign. 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The reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. The live broadcast of Baumgartner's jump on various channels and social media platforms garnered over 52 million views, making it one of the most-watched live events ever. Red Bull's strategic use of real-time marketing, storytelling, and high-quality visuals made this campaign a huge success, resulting in a significant increase in sales and brand recognition for the company. This case study serves as a great example of how a well-planned and executed marketing campaign can effectively reach and engage with a wide audience. Brian Hemmerle, Founder and CEO, Kentucky Sell Now Maple Dental's SEO Success Story One standout marketing case study that resonates with me is the SEO proved to be a game-changer, emphasizing the power of local search optimization in attracting nearby clients. 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It spoke directly to guys, poked fun at expensive razor prices, and offered a way to get awesome blades for much less. Additionally, it told everyone to check out their website. It was short, catchy, and made a huge impact. This is a perfect example of how a creative and funny video can grab attention, make people remember your brand, and get them to become customers. Perry Zheng, Founder and CEO, Pallas Page 5 Some marketing case study that resonates with them. From Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Dove's Real Beauty Campaign Impact Oatly's Bold Brand Strategy RockerVox's Tax Credit Success Local Bookstore's Community Engagement Coca-Cola's Personalized Brand Experience Dropbox's Viral Referral Program Authentic Influencer Marketing for CPG Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaigns AXE's 'Find Your Magic' Brand Refresh Squatty Potty's Humorous Viral Launch Video One marketing case study that has always stayed with me is the Dove Real Beauty Sketches' video, where women described themselves to a sketch artist. Seeing the stark contrast between their self-perceptions and how others saw them was incredibly eye-opening and touching. What I found so compelling was its message of self-acceptance and empowerment. Dove didn't just try to sell products; they took a stand for something much bigger, and it resonated deeply with people. Using video storytelling was a genius move as it made the message more impactful and shareable. I believe Dove showed how brands can make a real difference by addressing important social issues in an authentic and meaningful way. Nicole Dunn, CEO, PR and Marketing Expert, Dunn Pellier Media As a content and brand marketer, Oatly's brand strategy always inspires me. They are a textbook example of comprehensive brand-building. Their visual style is instantly recognizable—bold, disruptive, and often filled with humor, making oat milk a statement and something you'd be proud to display on your shelves or socials. Their tone of voice is witty, sometimes cheeky. They've even printed negative feedback on their packaging, which really just shows how they court controversy to spark conversations and enhance their brand's visibility. And there's a strong story behind Oatly, too. They promote sustainability and aren't shy about their environmental impact, which has simply helped them grow an enthusiastic community of environmental advocates. Clever in endless ways, such that tons of oat milk brands have followed suit. Wisia Neo, Content Marketing Manager, ViB One standout marketing cash flow through targeted use of employer-based tax credits. The power of this case study lies in its immediate financial impact on the client, a local restaurant chain that was struggling to keep its doors open in the wake of the pandemic. By integrating the Work Opportunity Tax Credit (WOTC) and other relevant tax schemes into their payroll setup, we enabled the restaurant to reclaim a significant amount in tax credits. The real game-changer was not just the financial relief but also how it was achieved. We combined this with StaffedUp's Applicant Tracking System, which improved their hiring processes and decreased employee turnover. This holistic approach led to a sustainable improvement in their operations and cash flow. What made this case study so great was its tangible results. The restaurant saw a cash flow improvement of over 100%. 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The bookstore held monthly events featuring local authors and artists, which we promoted heavily through targeted social media ads, email marketing, and local influencer partnerships. This multifaceted approach tapped into the community's growing interest in supporting local ventures, enhancing visibility significantly. The outcomes were remarkable. Over the campaign's six-month duration, in-store sales increased by 40%, and the bookstore saw a 65% rise in attendance at events, which also boosted ancillary revenue from merchandise and cafe sales. Additionally, social media engagement metrics increased by over 150%, reflecting greater brand awareness. This case study sticks with me because it exemplifies the power of combining digital strategies with community-based marketing to create a sustainable growth model. It shows how businesses can use holistic, integrated approaches to effectively adapt to new consumer behaviors and competitive landscapes. Ryan
Esco, Chief Marketing Officer, FireRock Marketing Officer, FireRock Marketing Cose study is the "Share a Coke" campaign by Coca-Cola. Initially launched in Australia in 2011, this campaign personalized the Coke experience by replacing the iconic Coca-Cola logo on bottles with common first names. The idea was to encourage people to find bottles with their names or those of their friends and family, creating a more personal connection to the brand. The campaign was an enormous hit and was quickly rolled out worldwide, incorporating more names and even terms of endearment in different languages. The brilliance of this campaign lay in its use of personalization, which tapped directly into the social media platforms, significantly amplifying the campaign's reach beyond traditional advertising media. This strategy boosted sales and reinforced Coca-Cola's position as a fun and innovative brand. The "Share a Coke" campaign is a powerful example of how traditional products can be revitalized through creative marketing strategies that engage consumers personally. Sahil Kakkar, CEO and Founder, RankWatch For me, a standout marketing case study that really sticks with me is Dropbox's referral program strategy back in their early days. By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. Users had a vested interest in sharing Dropbox since it directly expanded their own cloud storage. This created a self-perpetuating cycle where better product engagement fueled more referrals, which then improved engagement fueled more referrals. inherent sharing dynamics of their service to ignite explosive growth. 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Gert Kulla, CEO, RedBat.Agency One marketing case study that stuck with me was the Airbnb "We Accept" campaign, launched in 2017, focusing on social impact. This response to the global refugee crisis aimed to promote inclusivity, diversity, and acceptance within communities worldwide. What made this case study remarkable was its ability to leverage the Airbnb platform to facilitate connections between hosts and displaced persons, providing them with temporary housing and support. Airbnb demonstrated its commitment to using its platform for social good and making a tangible difference in the lives of those in need. This aligned with its mission to create a world where anyone can belong anywhere. At the end of the day, Airbnb's "We Accept" campaign was a compelling case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. 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Her presence on topical ads commenting on the latest news and pop culture trends has made Amul's billboards a long-standing source of joy and relevance. Topicality - Amul's billboards and newspaper ads are renowned for their topicality and ability to humorously comment on major events, celebrity happenings, and political developments within hours. This real-time marketing has kept the brand part of daily conversations for decades. Humor - The not-so-secret sauce is the brilliant use of puns, wordplay, and satirical humor that Amul consistently delivers through the eyes of the Amul Girl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's Gujarati roots and building a personal connection with local consumers. The impact of Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing at its best! Yash Gangwal, Founder, Urban Monkey Axe (Lynx in the UK) had created a problematic brand image from past marketing efforts. Their focus on 'attraction is connected to conquest' hadn't dissuaded men from buying their deodorants, but had a toxic effect on perceptions of women. Research conducted on brand equity showed that brand equity was declining, with this perception of the brand to be relevant for the future. That led to a superb partnership with creative agency 72andSunny Amsterdam. Unilever was able to tap into an entirely new philosophy for its brand: Empower men to be the most attractive man they could be - themselves. With that idea in mind, 2016 saw the launch of the AXE 'Find Your Magic' commercial, a stunning celebration of the diversity of modern masculinity. The campaign also saw the release of a new range o products and a supporting influencer marketing campaign featuring brand ambassadors, including John Legend. While not all parts of the creative were successful, the campaign drove more than 39 million views and 4 billion media impressions in the first quarter after the launch. But most critically, AXE saw a 30+% increase in positive perception of their brand. This campaign will stand the test of time because it combines several important and brave initiatives: A forward-thinking mentality that the brand image you have today may not be suited for a future world A broader understanding of what your customer base looks like - women also play a big role in men's choice of deodorant A big and bold attempt to change the way your brand is perceived - and succeeding with flying colors. Yannis Dimitroulas, SEO and Digital Marketing Specialist, Front & Centre One standout marketing case study that sticks with me is the campaign for Squatty Potty. The brand created a humorous video featuring a unicorn pooping rainbow ice cream to demonstrate the benefits of using their product. This unconventional approach garnered widespread attention and went viral, generating millions of views and shares on social media platforms. The success of this campaign can be attributed to its creative storytelling, humor, and shock value, which made it memorable and engaging for viewers. By thinking outside the box and taking a risk with their messaging, Squatty Potty was able to create a unique and effective marketing strategy that resonated with consumers. This case study serves as a reminder that creativity and originality can set a brand apart in a crowded marketplace, ultimately leading to increased brand awareness and customer engagement. Carly Hill, Operations Manager, Virtual Holiday Party The Old Spice 'The Man Your Man Could Smell Like' campaign remains etched in my memory. Its brilliance lies in its humor and creativity. By featuring a charismatic spokesperson and
employing absurd scenarios, it captured viewers' attention and went viral. The campaign seamlessly integrated across platforms, from TV to social media, maximizing its reach. Its cleverness and entertainment value made it unforgettable, setting a benchmark for engaging marketing strategies. The case study showcases the importance of storytelling and humor in capturing audience interest and driving brand awareness. Dan Ponomarenko, CEO, Webvizio A marketing case study that has made a lasting impression on me is the Red Bull Stratos Jump. This campaign was for Felix Baumgartner's record-breaking jump from the edge of space, sponsored by Red Bull. reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. 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Wisia Neo, Content Marketing Case study that sticks with me is the implementation of our RockerVox Restaurant Bundle, aimed at optimizing cash flow through targeted use of employer-based tax credits. The power of this case study lies in its immediate financial impact on the client, a local restaurant chain that was struggling to keep its doors open in the wake of the pandemic. By integrating the Work Opportunity Tax Credit (WOTC) and other relevant tax schemes into their payroll setup, we enabled the restaurant to reclaim a significant amount in tax credits. The real game-changer was not just the financial relief but also how it was achieved. We combined this with StaffedUp's Applicant Tracking System, which improvement in their operations and cash flow. What made this case study so great was its tangible results. The restaurant saw a cash flow improvement of over 100%. This wasn't just a number on a report—it meant being able to invest back into the business, enhance their services, and ultimately, keep their community fed and employed. This approach of integrating technology with financial strategy can be adapted by other businesses striving for similar resilience and growth, especially in times of economic difficulty. Philip Wentworth, Jr, Co-Founder and CEO, Rockerbox Certainly, one particularly impactful marketing strategy I led at FireRock Marketing involved a small local bookstore that was facing steep competition from online retailers. Our challenge was to increase foot traffic and reinforce the store's brand presence in a highly digitalized market. We initiated a campaign called "Local Pages, Local Stages," where we leveraged digital marketing alongside community engagement. The bookstore held monthly events featuring local authors and artists, which we promoted heavily through targeted social media ads, email marketing, and local influencer partnerships. This multifaceted approach tapped into the community's growing interest in supporting local ventures, enhancing visibility significantly. The outcomes were remarkable. Over the campaign's six-month duration, in-store sales increased by 40%. and the bookstore saw a 65% rise in attendance at events, which also boosted ancillary revenue from merchandise and cafe sales. Additionally, social media engagement metrics increased by over 150%, reflecting greater brand awareness. based marketing to create a sustainable growth model. It shows how businesses can use holistic, integrated approaches to effectively adapt to new consumer behaviors and competitive landscapes. Ryan Esco, Chief Marketing Officer, FireRock Marketing A memorable marketing case study is the "Share a Coke" campaign by Coca-Cola. Initially launched in Australia in 2011, this campaign personalized the Coke experience by replacing the iconic Coca-Cola logo on bottles with their names or those of their friends and family, creating a more personal connection to the brand. The campaign was an enormous hit and was quickly rolled out worldwide, incorporating more names and even terms of endearment in different languages. The brilliance of this campaign lay in its use of personalization, which tapped directly into the social media trend of sharing personalization. platforms, significantly amplifying the campaign's reach beyond traditional advertising media. This strategy boosted sales and reinforced Coca-Cola's position as a fun and innovative brand. The "Share a Coke" campaign is a powerful example of how traditional products can be revitalized through creative marketing strategies that engage consumers personally. Sahil Kakkar, CEO and Founder, RankWatch For me, a standout marketing case study that really sticks with me is Dropbox's referral program strategy back in their early days. By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. Users had a vested interest in sharing cycle where better product engagement fueled more referrals, which then improved engagement further. It was an ingenious lever that capitalized on the inherent sharing dynamics of their service to ignite explosive growth. The simplicity and potency of this growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. The goal was to increase awareness and trial of their new line of organic snacks among millennial moms in a crowded market. We developed an influencer seeding strategy focused on relatable mom micro-influencers on Instagram. Instead of just sending products, we worked with the influencers to develop authentic content that told real stories about the role of snacking and nutrition in busy family life. The photos and videos felt genuine, not overly polished or promotional. Engagement was through the role of snacking and nutrition in busy family life. increased awareness by 45% and trial by over 20%. The CPG brand was thrilled, and the case study became an example we still reference today of the power of influencer marketing case study that stuck with me was the Airbnb "We Accept" campaign, launched in 2017 focusing on social impact. This response to the global refugee crisis aimed to promote inclusivity, diversity, and acceptance within communities worldwide. What made this case study remarkable was its ability to leverage the Airbnb platform to facilitate connections between hosts and displaced persons, providing them with temporary housing and support. Airbnb demonstrated its commitment to using its platform for social good and making a tangible difference in the lives of those in need. This aligned with its mission to create a world where anyone can belong anywhere. At the end of the day, Airbnb's "We Accept" campaign was a compelling case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. Peter Bryla, Community Manager, ResumeLab One standout marketing case study that sticks with me is the "Amul" marketing campaigns by Amul, the iconic Indian dairy cooperative, make for excellent and impactful case studies as well. Here's why Amul's marketing stands out: The Amul Girl - The mascot of a mischievous, friendly butter girl has become one of India's most recognizable brand icons since her inception in 1966. Her presence on topical ads commenting on the latest news and pop culture trends has made Amul's billboards and newspaper ads are renowned for their topicality and ability to humorously comment on major events, celebrity happenings, and political developments within hours. This real-time marketing has kept the brand part of daily conversations for decades. Humor that Amul consistently delivers through the eyes of the Amul Girl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running for over 50 years, still keeping audiences engaged across multiple generations. The long-running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing at its best! Yash Gangwal, Founder, Urban Monkey Axe (Lynx in the UK) had created a problematic brand image from past marketing efforts. Their focus on 'attraction is connected to conquestive a beloved part of India's popular culture and daily life. hadn't dissuaded men from buying their deodorants, but had a toxic effect on perceptions of women. Research
conducted on brand equity was declining, with this perception of the brand to be relevant for the future. That led to a superb partnership with creative agency 72 and Sunny Amsterdam. Unilever was able to tap into an entirely new philosophy for its brand: Empower men to be the most attractive man they could be - themselves. With that idea in mind, 2016 saw the launch of the AXE 'Find Your Magic' commercial, a stunning celebration of the diversity of modern masculinity The campaign also saw the release of a new range of premium grooming products and a supporting influencer marketing campaign featuring brand ambassadors, including John Legend. While not all parts of the creative were successful, the campaign featuring brand ambassadors and a supporting influencer marketing campaign featuring brand ambassadors. launch. But most critically, AXE saw a 30+% increase in positive perception of their brand. This campaign will stand the test of time because it combines several important and brave initiatives: A forward-thinking mentality that the brand image you have today may not be suited for a future world A broader understanding of what your customer base looks like - women also play a big role in men's choice of deodorant A big and bold attempt to change the way your brand is perceived - and succeeding with flying colors. Yannis Dimitroulas, SEO and Digital Marketing Specialist, Front & Centre One standout marketing case study that sticks with me is the campaign for Squatty Potty. The brand created a humorous video featuring a unicorn pooping rainbow ice cream to demonstrate the benefits of using their product. This unconventional approach garnered widespread attention and went viral, generating millions of views and shares on social media platforms. The success of this campaign can be attributed to its creative storytelling, humor and shock value, which made it memorable and engaging for viewers. By thinking outside the box and taking a risk with their messaging, Squatty Potty was able to create a unique and effective marketing strategy that resonated with consumers. This case study serves as a reminder that creativity and originality can set a brand apart in a crowded marketplace, ultimately leading to increased brand awareness and customer engagement. Carly Hill, Operations Manager, Virtual Holiday Party The Old Spice 'The Man Your Man Could Smell Like' campaign remains etched in my memory. Its brilliance lies in its humor and creativity. By featuring a charismatic spokesperson and employing absurd scenarios, it captured viewers' attention and went viral. The campaign seamlessly integrated across platforms, from TV to social media, maximizing its reach. 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This case study serves as a great example of how a well-planned and executed marketing campaign can effectively reach and engage with a wide audience. Brian Hemmerle, Founder and CEO, Kentucky Sell Now Maple Dental's SEO Success Story One standout marketing case study that resonates with me is the SEO transformation for Maple Dental. leading to a substantial increase in new patient appointments. The integration of Google Maps SEO proved to be a game-changer, emphasizing the power of local search optimization in attracting nearby clients. What made this case study exceptional was the measurable impact on the clinic's business. For instance, the campaign led to a 230% increase in phone calls and a 223% increase in website visits. Such clear, quantifiable results showcased a direct contribution to business growth. These metrics are vital for demonstrating the return on investment in digital marketing efforts. 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Perry Zheng, Founder and CEO, Pallas Page 8 Some marketing campaigns leave a lasting impression. We've gathered insights from CEOs and marketing leaders to share one standout marketing case study that resonates with them. From Dove's Real Beauty Campaign's impact to Dollar Shave Club's viral launch video, explore fifteen memorable marketing triumphs that these experts can't forget. Dove's Real Beauty Campaign Impact Oatly's Bold Brand Strategy RockerVox's Tax Credit Success Local Bookstore's Community Engagement Coca-Cola's Personalized Brand Experience Dropbox's Viral Referral Program Authentic Influencer Marketing for CPG Brand Airbnb's "We Accept" Social Impact Amul's Topical and Humorous Campaigns AXE's 'Find Your Magic' Brand Refresh Squatty Potty's Humorous Viral Video Old Spice's Viral Humor Campaign Red Bull Stratos's High-Flying Publicity Maple Dental's SEO Success Story Dollar Shave Club's Viral Launch Video One marketing case study that has always stayed with me is the Dove Real Beauty Campaign. It really struck a chord when it launched in 2004, challenging the beauty standards and celebrating women's diversity. What made it stand out was the "Real Beauty Sketches" video, where women described themselves to a sketch artist. Seeing the stark contrast between their self-perceptions and how others saw them was incredibly eye-opening and touching. What I found so compelling about this campaign was its message of self-acceptance and empowerment. Dove didn't just try to sell products; they took a stand for something much bigger, and it resonated deeply with people. Using video storytelling was a genius move as it made the message more impactful and shareable. I believe Dove showed how brands can make a real difference by addressing important social issues in an authentic and meaningful way. Nicole Dunn, CEO, PR and Marketing Expert, Dunn Pellier Media As a content and brand marketer, Oatly's brand strategy always inspires me. They are a textbook example of comprehensive brand-building. Their visual style is instantly recognizable—bold, disruptive, and often filled with humor, making oat milk a statement and something you'd be proud to display on your shelves or socials. Their tone of voice is witty, sometimes cheeky. They've even printed negative feedback on their packaging, which really just shows how they court controversy to spark conversations and enhance their brand's visibility. And there's a strong story behind Oatly, too. They promote sustainability and aren't shy about their environmental impact, which has simply helped them grow an enthusiastic community of environmental advocates. Clever in endless ways, such that tons of oat milk brands have followed suit. Wisia Neo, Content Marketing Manager, ViB One standout marketing case study that sticks with me is the implementation of our RockerVox Restaurant Bundle, aimed at optimizing cash flow through targeted use of employer-based tax credits. The power of this case study lies in its immediate financial impact on the client, a local restaurant chain that was struggling to keep its doors open in the wake of the pandemic. 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Users had a vested interest in sharing Dropbox since it directly expanded their own cloud storage. This created a self-perpetuating cycle where better product engagement fueled more referrals, which then improved engagement further. It was an ingenious lever that capitalized on the inherent sharing dynamics of their service to ignite explosive growth. The simplicity and potency of this growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. The goal was to increase awareness and trial of their new line of organic snacks among millennial moms in a crowded market. We developed an influencer seeding strategy focused on relatable mom micro-influencers on Instagram. Instead of just sending products, we worked with the influencers to develop authentic content that told real stories about the role of snacking and nutrition in busy family life. The photos and videos felt genuine, not overly polished or promotional. Engagement was through the roof—the content resonated so strongly with the target audience. By the end of the 3-month campaign, we increased awareness by 45% and trial by over 20%. The CPG brand was thrilled, and the case study became an example we still reference today of the power of influencer marketing done right. Authenticity wins. Gert Kulla, CEO, RedBat.Agency One marketing case study that stuck with me was the Airbnb "We Accept" campaign, launched in 2017, focusing on social impact. This response to the global refugee crisis aimed to promote inclusivity, diversity, and acceptance within communities worldwide. 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Humor - The not-so-secret sauce is the brilliant use of puns, wordplay, and satirical humor that Amul consistently delivers through the eyes of the Amul Girl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running for over 50 years, still keeping audiences engaged across multiple generations. The long-running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's Gujarati roots and building a personal connection with local consumers. The impact of Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing efforts. 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The goal of this campaign was to create buzz and generate brand awareness through this extreme event. The reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. The live broadcast of Baumgartner's jump on various channels and social media platforms garnered over 52 million views, making it one of the most-watched live events ever. Red Bull's strategic use of real-time marketing, storytelling, and high-quality visuals made this campaign a huge success, resulting in a significant increase in sales and brand recognition for the company. This case study serves as a great example of how a well-planned and executed marketing campaign can effectively reach and engage with a wide audience. 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By offering free storage space for every successful referral, they incentivized existing users to spread the word organically, resulting in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. Users had a vested interest in sharing in exponential growth at virtually no acquisition cost. What made this case study so brilliant was how elegantly it aligned product experience with viral sharing. perpetuating cycle where better product engagement fueled more referrals, which then improved engagement further. It was an ingenious lever that capitalized on the inherent sharing dynamics of their service to ignite explosive growth. The simplicity and potency of this growth hack is what truly resonates as a paragon of effective guerrilla marketing. Ben Walker, Founder and CEO, Ditto Transcripts One marketing case study that has always stuck with me was a campaign I led for a major CPG brand a few years back. The goal was to increase awareness and trial of their new line of organic snacks among millennial moms in a crowded market. We developed an influencer seeding strategy focused on relatable mom micro-influencers on Instagram. Instead of just sending products, we worked with the influencers to develop authentic content that told real stories about the roof the content resonated so strongly with the target audience. By the end of the 3-month campaign, we increased awareness by 45% and trial by over 20%. The CPG brand was thrilled, and the case study became an example we still reference today of the power of influencer marketing done right. Authenticity wins. Gert Kulla, CEO, RedBat.Agency One marketing case study that stuck with me was the Airbnb "We Accept" campaign, launched in 2017, focusing on social impact. This response to the global refugee crisis aimed to promote inclusivity, diversity, and acceptance within communities worldwide. What made this case study remarkable was its ability to leverage the Airbnb platform to facilitate connections between hosts and displaced persons, providing them with temporary housing and support. Airbnb demonstrated its commitment to using its platform for social good and making a tangible difference in the lives of those in need. This aligned with its mission to create a world where anyone can belong anywhere. At the end of the day, Airbnb's "We Accept" campaign was a compelling case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. Peter Bryla, Community Manager, ResumeLab One standout marketing case study that sticks with me is the "Amul" marketing case study showing brands how to address social issues, promote inclusivity, and drive positive change in communities worldwide. dairy cooperative, make for excellent and impactful case studies as well. Here's why Amul's marketing stands out: The Amul Girl - The mascot of a mischievous, friendly butter girl has become one of India's most recognizable brand icons since her inception in 1966. Her presence on topical ads commenting on the latest news and pop culture trends has made Amul's billboards a long-standing source of joy and relevance. Topicality - Amul's billboards and newspaper ads are renowned for their topicality and ability to humorously comment on major events, celebrity happenings, and political developments within hours. decades. Humor - The not-so-secret sauce is the brilliant use of puns, wordplay, and satirical humor that Amul consistently delivers through the eyes of the Amul Girl. The healthy, inoffensive jokes have earned a cult following. Longevity - Very few brands can boast an equally iconic and successful campaign running for over 50 years, still keeping audiences engaged across multiple generations. The long-running property itself has become a case study in sustaining relevance. Local Connect - While achieving pan-India recognition, the puns often play on regional language nuances, striking a chord with Amul's Gujarati roots and building a personal connection with local consumers. The impact of Amul's long-running topical billboard campaign is unmatched—it has not only strengthened brand recognition and loyalty but has also made the cooperative a beloved part of India's popular culture and daily life. Creativity, agility, and contextual marketing at its best! Yash Gangwal, Founder, Urban Monkey Axe (Lynx in the UK) had created a problematic brand image from past marketing efforts. Their focus on 'attraction is connected to conquest' hadn't dissuaded men from buying their deodorants, but had a toxic effect on perceptions of women. Research conducted on brand equity was declining, with this perception of the brand equity and desperately needing a refresh to continue allowing the brand to be relevant for the future. That led to a superb partnership with creative agency 72andSunny Amsterdam. Unilever was able to tap into an entirely new philosophy for its brand: Empower men to be the most attractive man they could be - themselves. With that idea in mind, 2016 saw the launch of the AXE 'Find Your Magic' commercial, a stunning celebration of the diversity of modern masculinity. The campaign also saw the release of a new range of premium grooming products and a supporting influencer marketing campaign featuring brand ambassadors, including John Legend. While not all parts of the creative were successful, the campaign drove more than 39 million views and 4 billion media impressions in the first quarter after the launch. But most critically, AXE saw a 30+% increase in positive perception of their brand images in the brand image in the brand image. you have today may not be suited for a future world A broader understanding of what your customer base looks like - women also play a big role in men's choice of deodorant A big and bold attempt to change the way your brand is perceived - and succeeding with flying colors. Yannis Dimitroulas, SEO and Digital Marketing Specialist, Front & Centre One standout marketing case study that sticks with me is the campaign for Squatty Potty. The brand created a humorous video featuring a unicorn pooping rainbow ice cream to demonstrate the benefits of using their product. This unconventional approach garnered widespread attention and went viral, generating millions of views and shares on social media platforms. The success of this campaign can be attributed to its creative storytelling, humor, and shock value, which made it memorable and engaging for viewers. By thinking outside the box and taking a risk with their messaging, Squatty Potty was able to create a unique and effective marketing strategy that resonated with consumers This case study serves as a reminder that creativity and originality can set a brand apart in a crowded marketplace, ultimately leading to increased brand awareness and customer engagement. Carly Hill, Operations Manager, Virtual Holiday Party The Old Spice 'The Man Your Man Could Smell Like' campaign remains etched in my memory. Its brilliance lies in its humor and creativity. By featuring a charismatic spokesperson and employing absurd scenarios, it captured viewers' attention and went viral. The campaign seamlessly integrated across platforms, from TV to social media, maximizing its reach. Its cleverness and entertainment value made it unforgettable, setting a benchmark for engaging marketing strategies. The case study showcases the importance of storytelling and humor in capturing audience interest and driving brand awareness. Dan Ponomarenko, CEO, Webvizio A marketing case study that has made a lasting impression on me is the Red Bull Stratos Jump. This campaign was for Felix Baumgartner's record-breaking jump from the edge of space, sponsored by Red Bull. The goal of this campaign was to create buzz and generate brand awareness through this extreme event. The reason why this case study stands out to me is because of its successful execution in capturing the attention and interest of not just extreme sports enthusiasts, but also the general public. The live broadcast of Baumgartner's jump on various channels and social media platforms garnered over 52 million views, making it one of the most-watched live events ever. Red Bull's strategic use of real-time marketing, storytelling, and high-guality visuals made this campaign a huge success, resulting in a significant increase in sales and brand

recognition for the company. This case study serves as a great example of how a well-planned and executed marketing campaign can effectively reach and engage with a wide audience. Brian Hemmerle, Founder and CEO, Kentucky Sell Now Maple Dental's SEO Success Story One standout marketing case study that resonates with me is the SEO transformation for Maple Dental. This campaign dramatically improved their local online visibility, leading to a substantial increase in new patient appointments. The integration of Google Maps SEO proved to be a game-changer, emphasizing the power of local search optimization in attracting nearby clients. What made this case study exceptional was the measurable impact on the clinic's business. For instance, the campaign led to a 230% increase in website visits. Such clear, quantifiable resoluts showcased a direct contribution to business growth. These metrics are vital for demonstrating the return on investment inquiries and visibility was particularly compelling. By optimizing their presence on Google Maps, Maple Dental saw a 250% increase in mostly increase in a 230% increase in mostly and that all a company. This case study that resonates with a wide audience. Brian Hemmerle, Founder and CEO, Kentucky Sell Now Maple Dental's SEO Success Story One standout marketing case study that resonates with me is the SEO transformation for Maple Dental. This campaign dramatically improved their local online visibility, leading to a substantial increase in new patient appointments. The integration of Google Maps SEO proved to be a game-changer, emphasizing the power of local search optimization in attracting nearby clients. What made this case study exceptional was the measurable impact on the clinic's business. For instance, the campaign lead to a 230% increase in website visits. Such clear, quantifiable results showcased a direct contribution to business growth. These metrics are vital for demonstrating the return on investment inquires and visibility and their presence on Google Maps visibil