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# Strategy 360 services



1,608%

increase on campaign engagements

### Case study - GSK Oral Health:

Four was tasked with driving awareness of GSK's expertise in enamel erosion care amongst dentists through data-driven strategy and execution.

Based on the key insights delivered using our Mapper360® methodology, we created a data-driven content, channel and paid media strategy, outlining the campaign messaging, content pillars, and creative recommendations. As part of the strategy we established campaign KPIs based on the objectives and budget, plus built the effectiveness framework to measure the results.

Using Facebook, Twitter and Instagram (which we identified as the most effective channels for our target audience), we built the insight-driven paid social campaign, targeting the key HCPs with tailored copy, images and videos, based on the messaging and content outlined in the campaign strategy. Each campaign asset was bespoke to the individual audience.

Due to detailed data-driven strategy and ongoing optimisation, we were able to exceed all of the targets, including a 1,608% increase on campaign engagements.

### About Strategy 360 from Four

Four has a significant planning and strategy function and a broad range of services to power more effective communications and campaigns for our clients.

As one of the only agencies with both a behavioural change unit and our own trademarked insights methodology, our team of planners and strategists delivers industry-leading thinking and solutions.

Four's award-winning insights methodology, Mapper360® identifies high-value target audiences and delivers robust, real time insights into what matters most and now from 100,000s of relevant data points. This ensures that our strategic solutions are based on the most up-to-date data, rather than relying on dated research or intended and claimed behaviour from surveys and polls. Mapper360® fully integrates with all other data sources including benchmark marketing datasets such as TGI and MOSAIC to deliver unrivalled insights that build upon existing audience segmentations. We deliver insights in 45 languages to consistently power strategies across the globe.

In addition, Four has a long-established behavioural change unit driving global campaigns from grass roots social purpose to global pharmaceutical programmes. Our strategies are proven to change behaviours, whether we are targeting hard-to-reach niche audiences, tackling challenging subjects or creating campaigns on a mass scale.

### Agility in strategy

As the world situation changes at unprecedented rate Four has been delivering agile, tactical strategy resets to ensure that our clients remain relevant and communicate appropriately throughout the Covid-19 pandemic.

### Some of the organisations we work with

 <p>Home Office</p>	 <p>Department for Business, Energy &amp; Industrial Strategy</p>	 <p>Office for National Statistics</p>		
				 <p>Buzzing about organic for 30 years</p>

## Strategy product overview

### Digital and Social Strategy

Four's creative team has been pioneering digital and social content strategy since 2010 and understands how to create, adapt, version and edit content to genuinely connect in today's fast-moving, ever-changing digital world.

We can work with you on a long term (1-5 year strategy) or deliver a swift, interim, insight-informed content strategy to adapt to world events and conditions and create a communications framework with resonance, meaning and purpose, in response to the world's population spending the majority of time at home and more time on screen.

From £3,750

### Resetting and reframing brand strategy

Now more than ever, brands need to establish their purpose and review their strategy and priorities. We deliver brand strategy resets via a 90-minute tactical online workshop on secure video conferencing software with pre-agreed challenges and actionable outputs and recommendations.

From £3,750

### Content strategy

Four's team of experienced content strategists creates fully integrated, multi-channel content strategies and executional frameworks to ensure that your brand content is created within a framework that's ownable, differentiated and relevant to your target audience. Our insights-driven, audience-first approach, powered by robust data from our Mapper360® insights methodology, ensures that your content reaches the right people, on the right channel, at the right time and delivers the desired results. We bake measurability into each aspect of your content strategy, delivered via a KPI focussed effectiveness framework.

In response to Covid-19, we also deliver swift, tactical content strategy reviews and resets, with clear recommendations on how to best reach your audience and adapt activity across content assets, activation frequency, calls to action and channel choices.

From £5,750

### PR strategy

We blend our PR heritage with best-in-class insights and audience data to deliver effective PR strategies with measurability an integral facet from the start. Our strategists have sector specialisms across lifestyle, property, finance, health and social purpose and a deep understanding of how to create strategies that achieve cut through and maximise opportunities for your brand. Our integrated PR strategies include media, digital, social and influencer activation.

As out-of-home events continue to be cancelled or postponed and the majority of the population prepares to stay at home, we have responded to the effects of Covid-19 by delivering swift PR strategy resets

From £3,750

## Virtual event strategy

From hosting virtual events and experiences to creating audio and visual event content, Four offers a full suite of services that enable clients to reach and engage target audiences in their homes, keeping your brand front of mind

From £1,250

## Community management strategy

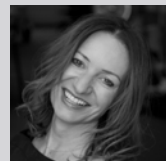
An audience-first solution to manage social channels and audience queries and responses effectively. We develop a new community management approach, social tone of voice, FAQs and response and escalation guidelines in response to Covid-19.

From £875

## Strategic consultancy

In addition to the above, many clients choose to engage with our senior strategists to work with their in-house teams and agency partners as strategic consultants.

## Key team members



**Kath Ludlow**  
Chief customer officer

Kath is one of the UK's leading brand content strategists and an expert in social media marketing. She co-developed the agency's proprietary methodology, Mapper360® which delivers realtime, actionable insights that inform all aspects of campaign strategy.



**Megan Butler**  
Managing director, strategic planning

Megan is the brains behind Mapper360 - Four Engage's proprietary suite of smart insight capabilities. She leads a team of analysts and planners to return actionable insights based on digital data and strategies to drive consumer behaviour and commercial advantage.



**Sophie McCrow**  
Strategy director

Sophie is the agency's lead on integrated strategy and campaign planning, and brings eight years of experience developing campaigns to drive brand and commercial return for clients.



**Caroline Lilley**  
Associate director

Caroline is an accomplished content strategist and leads on the development of social media, digital and content marketing campaigns.