

E-sportive. Brand Awareness enables brands to grow



The Challenge

Practising a sport is one of the healthiest habits in our daily routine, and more and more people are doing it nowadays. Keeping the mind and body busy has become a priority in recent times.

E-sportive arises from the need to provide equipment to those people who practice sports like yoga or running. Although doing sport is on the rise, there are already established sportswear companies that are strong competitors for E-sportive.

The **Brand Awareness** resulting from good Branding, Communication and Marketing strategies will be fundamental to get **the user's trust in the product** and become a recurrent consumer.

The Solution

Together with E-sportive, we designed a plan that would help to position itself and establish the first steps of its professional life. We started working on the Marketing and Communication strategy to gain credibility among users and increase brand value.

- **The Brand**

Our intention with E-sportive was to align the Corporate Identity with the Corporate Image so that the public view the company exactly as the company wants to be seen.

- **The Website (e-Commerce)**

We designed a user-friendly and responsive e-commerce website, following the criteria defined in the Corporate Image where the products and a brief description would stand out, in addition to a section of 'About Us' and the shopping cart.

- **The Marketing Strategy**

We chose the channels that best suit the Target Persona and designed the Content Strategy accordingly.

To make the Corporate Identity and Image consistent, we created an action plan for Customer Service and possible positive and negative reviews, if any. The strategy of messages implementation with E-sportive; was crucial to managing the claim to be transmitted to the social networks. The engagement rate of E-sportive was 8%-11%.



The Results

During the lockdown in 2020 and the launch phase of E-sportive, all businesses suffered the consequences of the pandemic, especially the smallest ones. But it was also a challenge for E-sportive and BigBox, and a new option for the user to get the equipment they were looking for: clothes with more competitive prices.

We launched Ads campaigns and achieved the following:

- We **succeeded in generating interest** among users **with valuable content**.
- We **increased the number of followers** on the different Social Media channels.

In a later iteration, we analysed the results of the campaigns and modified and adjusted the marketing strategy for the subsequent actions to be taken in the different channels.

Amongst the changes, we took into account the demographics and sales and expanded the target to Europe, specifically Spain, Italy and the UK.

In this second iteration, we decided to incorporate reviews; and real testimonials either through collaborations with users who had a higher number of followers, with the following achievements:

- Strengthen interest among users and therefore **raise Brand Awareness**.
- E-Sportive continued growth; in terms of followers and users in the different Social Media channels.
- We **increased E-sportive sales** by opening up to other countries and through higher visibility.
- ROI: for every pound invested, we reached £8 revenue and £1.26 profit.

Please get in touch with us
via email at info@bigboxagency.com
or call us on +44 (0) 800-689-1574

We would love to help you with your project.

