

COGdigital^o

LINKEDIN PERFORMANCE PAID MARKETING

Case Study – Rentokil Initial

Rentokil

Initial
The Experts in Hygiene

DISCOVER



THE COG DIGITAL APPROACH TO LINKEDIN PERFORMANCE PAID MARKETING



Rentokil

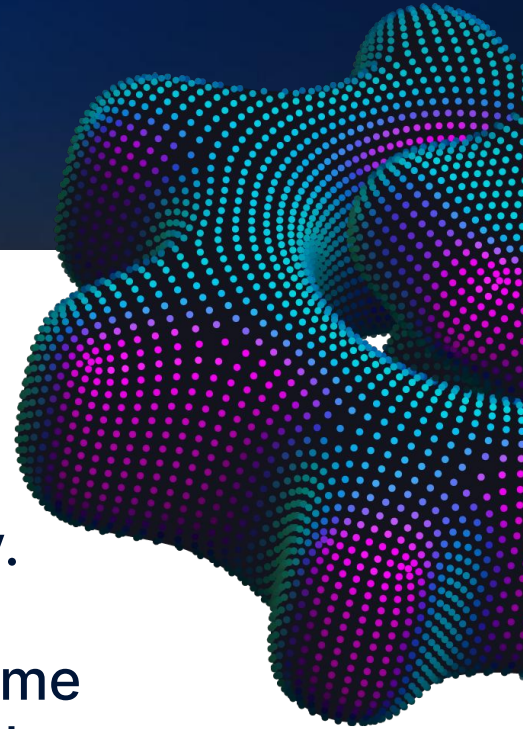
Initial
The Experts in Hygiene

This document will introduce you to one of the COG Digital LinkedIn Performance Paid Marketing (SEM) projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





1 in 4 office workers don't wash their hands after using the washroom.

Signature

COLOUR



Let's talk about the elephant in the washroom

1 in 4 office workers don't wash their hands after using the wash



WHAT WE KNEW FROM THE START

We knew that Rentokil Initial needed a trusted professional Australian eCommerce digital marketing team to strategize, manage, campaign and nurture their paid performance marketing.

We also knew that the [Rentokil Initial](#) brand needed a Digital Marketing agency that is affordable, communicates clearly, and understands the Google Search and Display Ad networks and the LinkedIn Ad Platform.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google search, website UX, and skill up the team internally.



ABOUT THE CLIENT

Rentokil is one of the most successful pest control companies in the world, offering a greater global reach than any other, providing innovative services and solutions in over 80 countries across 1,800 local branches, employing over 19,000 qualified pest control specialists.

At a local level, we have been helping Australian businesses and residents eradicate and treat pest problems since 1965. With over 1,500 employees, 29 branches and depots located throughout Australia and a team of 680 technicians, we are one of the largest and most flexible pest control providers in the country.

Driven by customer-centric innovation, our pest control solutions incorporate both preventative and responsive strategies to enhance protection for your business through a consistent, continuous pest management program.



Rentokil

FROM THE CLIENT

“As a multinational business our strict brand guidelines and marketing communications frameworks can sometimes be a narrow lane to drive in. Though COG Branding was a breath of fresh air with a dynamic approach, new ideas and the technical skills and savvy to match. 5 stars”.

- [Kate Levy](#), Head of Marketing



THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

LinkedIn Ads

[LinkedIn](#) is an American business and employment-oriented online service primarily used for professional networking and career development. LinkedIn Ads works on a bidding system like other ad platforms, and lets you show an ad to the audience of your choice.

You can target specific audiences, and control your budget. This is all similar to what we've seen on other platforms.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

YouTube

YouTube is an online video sharing platform owned by Google. The second most visited website, (1+ billion monthly users watching more than a billion hours of videos daily).

YouTube advertising is via Google Ads, is a way of advertising your video content on YouTube or in search results so you can maximize your user reach.



The typical office worker's hands come into contact with 10 million bacteria every day¹

- After using the toilet your hand can have a sq. inch bacterial population count of over 200 million²
- 1 in 4 office workers don't wash their hands after using the washroom
- Only 20% of people dry their hands after washing³ - and damp hands spread more bacteria than dry hands by 1000 times⁴
- Contaminated hands can transfer viruses to more than 5 other surfaces⁵
- The simple act of washing hands can reduce the risk of getting a stomach bug by as much as 47%⁶

¹ Rentokil Initial
² Centers for Disease Control and Prevention (CDC)
³ www.cdc.gov/nczod/diseases/zoonotic/d/handwashing/Pages/handwashing.htm
⁴ www.cdc.gov/hand/handwashing/040409.html
⁵ Journal of Hospital Infection, 2004
⁶ Goff and Cannon, Lancet Infectious Diseases 2002

About Global

According to the WHO, the major cause of death is resource-poor countries, respiratory infections preventable.

Global Hand Hygiene Campaign, October 2009, is increasing handwashing to prevent disease.

Help make hand hygiene a global standard.

Find out more at www.rentokilinitial.com/global

About Initial

Initial is a global leader in hygiene solutions. We provide the standard of care for people and places, and happy people.

For more information, visit www.rentokilinitial.com/global-hand

2016 Rentokil Initial
 Registered office:
 Camberley, Surrey
 The names Rentokil



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

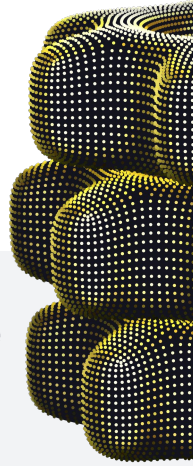
All projects have challenges and people really rely on COG Digital for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Generate interest in a low interest area.**
- **Understand platform ad serving algorithm dynamics to increase impressions and audience cut through.**
- **Use statistical data in the creative execution to meet the objective.**
- **Challenge the office taboo topic of personal hygiene.**



BRIEF SUMMARY



Rentokil Initial approached COG Digital with a brief to promote the Signature Colour range and, by extension, Initial Hygiene Strategy.

Promote Signature Colour: Make sure businesses know about Initial's innovation: Signature Colour. A competitor is about to launch their colour range, so we need to own this space. Get on prospects' radar!

Generate awareness: Provide multiple touch points for engaging prospects. Generate quality leads for our sales teams across Australia, with particular focus on metro areas

Initial are the global leaders in services that help businesses mitigate and diminish hygiene risk, creating healthier working environments. Initial aims to be innovative and helpful, always evolving to better meet the needs of our customers and their customers: end users in commercial washrooms. We launched a new washroom range, Signature Colour, in February 2016. We need to raise awareness of Initial and Signature Colour in the business services market. Our solutions and services must be positioned as the best in category.

We are looking to partner with an agency that can provide creative concepts and advertising executions across various channels, along with the relative design solutions and content. We need to promote Initial's core services, and Signature Colour gives us an aesthetic and fun way to highlight our service lines. Every site needs a feminine hygiene solution, but businesses benefit from doing more for their employees and visitors.



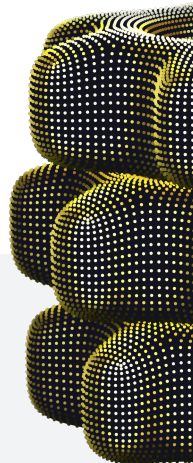
Signature
COLOUR



Introducing the Signature COLOUR
Explore our range now.



SOLUTIONS SUMMARY



The COG Digital Solution is a common sense yet tactical approach to managing seasonal performance marketing campaigns and generating SEO assets and activity.


A tactical and strategic approach to deploy the campaign through the LinkedIn feed. Deploying the digital marketing advertising campaign across the LinkedIn, Google Display Networks provided the [Elephant in The Washroom](#) Campaign accurate reach and delivered to the correct target. Over 100 pieces of campaign production items were deployed and specifically targeted at the correct demographic and business sectors.

The CPC campaigns included the deep dive into traffic and budget management via Google Analytics behind Google Ads and the insights services behind LinkedIn business manager (fresh from the Microsoft acquisition).

With the client demanding attention to detail, a strict adherence to the global brand guidelines and the actual brief, this creative direction and digital marketing project tested our Sydney Digital Agency and our ability to creative an award winning campaign that cuts through and stimulates category growth for the client. The Elephant In The Washroom was a new type of campaign for the Rentokil Initial brand and COG Digital are proud to have led the client through a new and daunting advertising space.

with 3D studio max for years to learn 4h
start learning drawing. :) 2h


14 ways to keep in touch 13



Jake Howard has a work anniversary.
Celebrating 4 years at Ink Signs

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to explore <https://lnkd.in/fQXPz7F>



Initial

[click to view](#)

Click today. Start tomorrow.
3000 locations
in 120 countries.

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14h

'Auto' is so influential, the stock just exploded after teasing
r.com • After Take-Two
ed Rockstar Games teased a new game, ...



Initial Australia
673,925 followers
1 hr

Introducing the Signature Colour Range from Initial. For a super-hygienic and modern design washroom. Click to explore <https://lnkd.in/fQXPz7F>



1 in 4 office workers don't wash their hands after using the washroom

60% of time off work illnesses are contracted from dirty office equipment

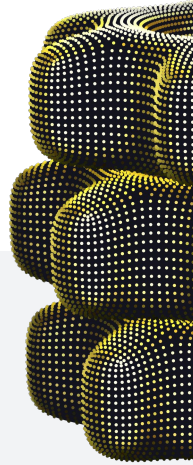
[click to](#)

Signature Colour - Serviced by Initial
<http://www.initial.com.au/signature/>

6 Likes



RESULTS SUMMARY



ROAS Powerhouse Success!

- Exceeding 200%+ ROAS for 3 consecutive months and the highest conversion for Ad to Landing Page submission for any LinkedIn campaign from Rentokil Initial Australia.
- Local category recognition of a new product line in a difficult market and a solid creative direction still resonating and active through brand touchpoints today.
- Redefine your washroom and hygiene standards. Their Signature washroom products have been awarded the prestigious [Red Dot award](#) for their super-hygienic functionality, sleek and contemporary design.
- The Signature range is exceptionally robust and includes a range of sensor and antibacterial technologies that help prevent the spread of germs.



THE COG BRANDING PRODUCT SOLUTIONS

DOWNLOAD THE PRODUCT GUIDE



LEARN MORE >



LEARN MORE >



LEARN MORE >

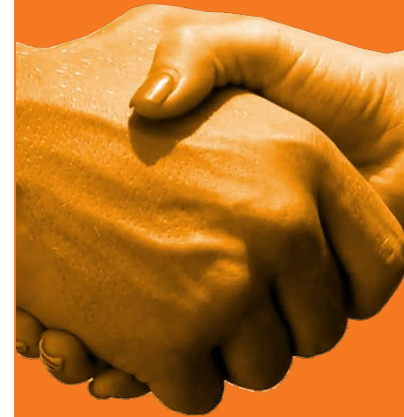


LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

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Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 11 Kingsway Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Welcome@COGbranding.com.au

+612 9523 6007.

2, 11 The Kingsway Cronulla 2230 NSW Australia



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