

SOLARIMPULSE

AROUND THE WORLD IN A SOLAR AIRPLANE

Company Profile:

SolarImpulse.com

Client Sector:

Aviation

Audiense Usage:

Personalised organic
communication campaign
& audience monitoring

“

Our biggest challenge was to see who was responding, organising our audience, and seeing if there was anyone of note that we wanted to work with. Audiense enabled us to move on from those baby steps, and to start taking bigger strides with the effectiveness of our Twitter strategy.

Anna Wisniewska

Digital Partnerships
Solar Impulse

How Solar Impulse achieved a 387% follower growth, and drove hundreds of pieces of news coverage

The historic, fuel-less circumnavigation of the earth by the aircraft Solar Impulse offered an unprecedented opportunity for the project's founders and backers to engage governments, the cleantech industry, and the public on the concept and benefits of clean, efficient energy.



The heat is on...

The Solar Impulse communications team set about building Twitter followings across three accounts, in order to leverage Twitter for both global and location-specific ongoing PR and awareness campaigns. But the team faced a major challenge: how to maximise the opportunity to communicate with influencers, leaders and the public - all on a grand scale?

Challenge

monitor and analyse rapidly growing Twitter following across three accounts, and **communicate** with key influential profiles at scale, depending on location.

Solution

used the Audiense platform to manage and analyse followers, **facilitate growth** and drive awareness with powerful users in government, cleantech, and the public eye. Performed **highly targeted** communication at scale with journalists and fans.

Results

drove **125,000 new followers** across three accounts, used social to spark 38,000 website hits in a day, generated hundreds of pieces of news coverage on major networks.

Audiense provides flawless in-flight service

Solar Impulse welcomed Audiense onboard to manage and analyse its followers on Twitter, but it soon turned to more. The social media team at Solar Impulse used Audiense's social intelligence platform to monitor all users who had interacted with any Solar Impulse tweets or its #FutureIsClean hashtag.

These users were then segmented by Audiense to identify cleantech leaders, politicians, and other influential figures, allowing Solar Impulse to connect with these key audiences organically. This solution allowed them to deliver rapid dialogue at scale with journalists, policy makers and legislators. The DM capabilities of Audiense were also the driving force in a massive social thunderclap, with over 33% of those they contacted responding positively.



Your Audiense results are located here, here, and here...

- News pieces on BBC, CNN, National Geographic, and hundreds of others after reaching out to journalists via DM
- 125,000 new followers across the three accounts
- 153,000 conversations, generated by 61,000 Twitter users using the #FutureIsClean hashtag, with a potential reach of 22 million
- DMs drove 3'000 participants in their thunderclap, which lead to 38,000 clicks to the website in 24 hours
- 120,000 viewers watched a live broadcast with Akon, one of the major influencers identified

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

All company, product or service names mentioned herein may be trademarks or registered trademarks of their respective owners.