brandnetworks

User-Generated Context
Crown Resorts Delivers Earned Media Gems in Social Ad Campaign

SUCCESS STORY:

By combining the automation technology in the Brand Networks Platform with Stackla, a user-generated content (UGC) aggregation tool, Brand Networks boosted reach and engagement for one of Australia's biggest entertainment brands.

21%
lower CPM

25%
more Post Likes

MEET CROWN:

Crown is one of Australia's largest entertainment groups. With its flagship Crown Resorts serving 29 million visitors annually, the company contributes $4 Billion per year to the national economy.

Crown's Melbourne and Perth resorts are among the most visited tourist destinations in the country, and user-generated content showcasing patrons enjoying themselves abounds in social channels. Until they teamed up with Brand Networks, that earned media went largely unutilized.

"Our new social advertising strategy, powered by technology from Brand Networks and Stackla, ensures our best earned media is instantly promoted into ads that are timely, highly relevant to our audiences, and extremely authentic."

CROWN

-Christopher Coyne
Chief Marketing Officer
CROWN RESORTS
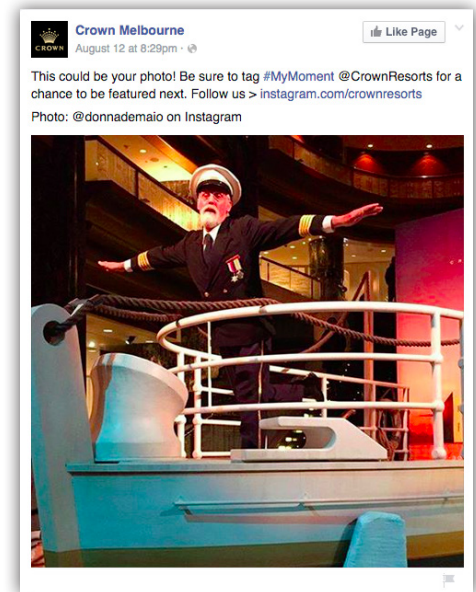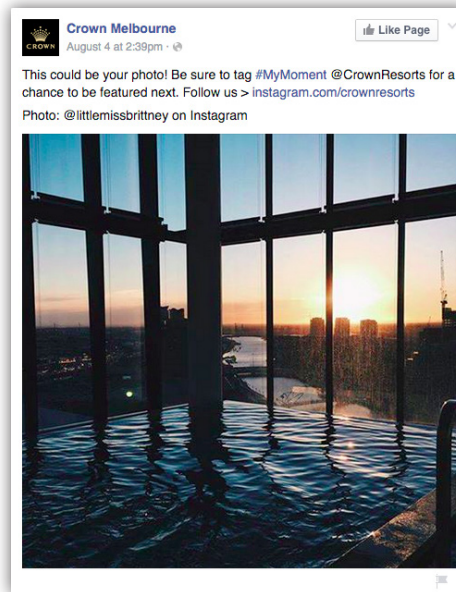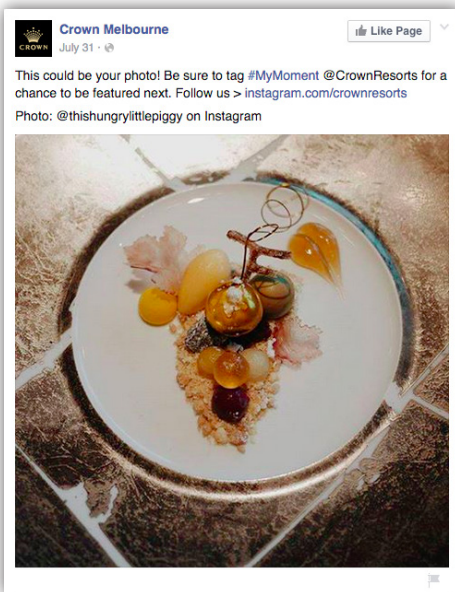
ABOUT BRAND NETWORKS

Brand Networks delivers relevance-driven native social advertising and content marketing to 650 enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. Contact us at: **newbusiness@bn.co**

www.bn.co

THE GOAL:

With breathtaking architecture and serene spaces like restaurants, function areas, conference facilities, theaters, and over 2,800 hotel rooms, Crown's visitors post a steady stream of high-quality photos on Instagram. Crown hoped to use this UGC to reach and engage its loyal patrons as well as travelers researching the brand and its destinations on social media.

THE STRATEGY:

Partnering with Stackla, a content aggregation tool that helps brands discover and market with earned media, the team at Brand Networks helped devise a way to simply and effectively convert UGC into paid media through automation. The combination of Stackla and the Brand Networks Platform surfaced the best user-generated Instagram photos to the Crown marketing team, empowered them to easily gain permission to use the photos, and enabled them to instantly promote the photos into Facebook ads. To automate the promotion, Brand Networks deployed its award-winning **Open Signals** technology, which receives the incoming feed of UGC and turns it into Facebook Photo Ads.

Crown Melbourne — July 31
This could be your photo! Be sure to tag #MyMoment @CrownResorts for a chance to be featured next. Follow us > instagram.com/crownresorts
Photo: @thishungrylittlepiggy on Instagram

Crown Melbourne — August 4 at 2:39pm
This could be your photo! Be sure to tag #MyMoment @CrownResorts for a chance to be featured next. Follow us > instagram.com/crownresorts
Photo: @littlemissbrittney on Instagram

Crown Melbourne — August 12 at 8:29pm
This could be your photo! Be sure to tag #MyMoment @CrownResorts for a chance to be featured next. Follow us > instagram.com/crownresorts
Photo: @donnademaio on Instagram

THE RESULTS:

The new cross-channel strategy utilizing user-generated content topped the performance of other engagement-focused campaigns. Compared to concurrent campaigns with similar budgets and targeting, the UGC-driven campaigns produced a **21% lower cost-per thousand impressions (CPM)** with **40% more impressions**. Positive sentiment as measured by **Post Likes was 25% higher** at a **61% lower cost-per Post Like**. Crown's Instagram follower growth rate also increased in stride.

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