



#TheNextReality

# Case study





## BACKGROUND

Banking defines Barclays and it is largely perceived to be very much a bank that offers only banking opportunities. But in the global finance environment in which it operates, having the right technology in place is a critical obligation for the bank. Barclays' Group Chief Executive, Jes Staley, summed it up when he said: "Barclays is a technology company with a balance sheet." So Barclays wanted to challenge those perceptions and become the go-to employer for students and graduates in the UK and USA interested in a career in technology.





## OUR SOLUTION

Barclays has a rich history of technology firsts. They are the people behind the world's first ATM, the UK's first contactless card and its first contactless phone payments, and the world's first global trade transaction using blockchain technology. But research told us many people were in the dark about these world-class tech breakthroughs.

We needed to bring that kind of tech innovation to life, and show that Barclays is a bank on the edge of digital possibilities, a place where intelligent people can draw on world-class technological capability married to the vast resources of a global financial services firm to unleash the next reality in fintech.

We took 'The Next Reality' (TNR) as our proposition and threaded it through an attraction campaign that used new social media channels, together with a programme of social media influencer marketing to give students the opportunity to be part of a unique competition and kickstarting platform.

To generate maximum buzz we used a mix of paid and organic social, together with programmatic banners and a programme of brand ambassador marketing driven by external social media influencers.

We launched brand-new TNR social media channels on Twitter, Instagram and Facebook and created geolocalised posts to go out on them.

For paid social, we targeted using keywords and each platform's own segmentation options.

For programmatic, we identified key sectors and a list of keywords associated with our audience such as graduate, technology, fintech. We also targeted audience behaviour and interests, assigning additional keywords based on their digital footprint to enable better targeting.

And, tapping in to the fact that people no longer expect brands to sell to them but to entertain and inform them, we saw the opportunity for Barclays to partner with a number of tech-focused social media influencers. Working closely with an influencer marketing agency, we identified several key technology niches where Barclays could stand out, researched the kind of people our target demographic was following and drew up a list of potential influencers to act as our ambassadors. We analysed those influencers against 46 data points to assess their ability to achieve our campaign objectives and used that insight to identify our top six external influencers, three each for the UK and USA. We used their power of word-of-mouth at scale to spark conversations and drive the intention of the people Barclays was looking to connect with.





**Duena Blomstrom**  
@DuenaBlomstrom

Submit a #fintech idea for your chance to have me as your virtual mentor in #TheNextReality #studentcomp bit.ly/2zFCIJ9 #ad

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CALLING ALL UK STUDENTS! ENTER #THENEXTREALITY COMPETITION

7:23 AM - 20 Nov 2017

9 Retweets 7 Likes

**Nathan House**  
@GotoNathan

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**Nicolas Cary**  
@nicocary

Students want me as your online mentor? Submit your @the\_nextreality #fintech idea to unleash #TheNextReality bit.ly/2hxQ43L #ad #SkysTheLimit

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5:22 AM - 5 Dec 2017

3 Retweets 2 Likes

**The Next Reality**  
Published by Jess Elder · 28 December 2017 · €

Submit your idea to unleash #TheNextReality before the deadline and you could be the one writing the future of #fintech. There's just 2 months left to enter! <http://bit.ly/2zTKRLL>

Entries close 28 Feb 2018. Terms & Conditions apply #graduates #TechRevolution

DON'T MISS THE DEADLINE

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47 people reached

**The Next Reality**  
Written by Jess Elder (7) · 7 November 2017 · €

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The Next Reality Brand

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**The Next Reality** @The\_NextReality · 30 Nov 2017

Enter our competition and you could virtually meet the legend behind emotional banking @DuenaBlomstrom - and the opportunity to win a share of £5,000. Entries close 28 February 2018. Terms & Conditions apply. #TheNextReality

0:21 224 views

**The Next Reality** @The\_NextReality · 21 Dec 2017

We want to create #fintech firsts. If you do too, join us and unleash #TheNextReality. Discover careers at the heart of #fintech with Barclays bit.ly/2h8t5T9 #technology #graduates #entrepreneurs #techrevolution

FIGHT BARCLAYS' MOBILE BANKING. BRAY: WHAT GAME-CHANGERS WILL YOU DELIVER?

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Virtually meet financial entrepreneur HOWARD LINDZON

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## RESULTS

The result was Barclays' most innovative tech-focused student engagement yet, leveraging iconic social media influencers, using innovative hologram technology and spanning offline, digital and social engagement.

Over 2.3m reach (paid)

Over 3m impressions (paid)

Average CTR of 12.5% on engagement – over 27 times higher than the national average for profiles with 10,000 followers or more (source: Adweek).

Perhaps most significantly, the tech proposition is now second most visited proposition within Barclays, only beaten by Investment Banking.

