



ARK

# Monkey Sox / These Sox Were Made For

Healthcare Charities & Patient Associations Category

# Building a brand and social campaign to raise awareness and funds for multiple sclerosis

- increase sales by 100% over initial six month period
- increase site traffic by 100% over initial six month period
- increase sports association with the brand  
(insights showed targetting sports-interested audience meant higher sales of socks)

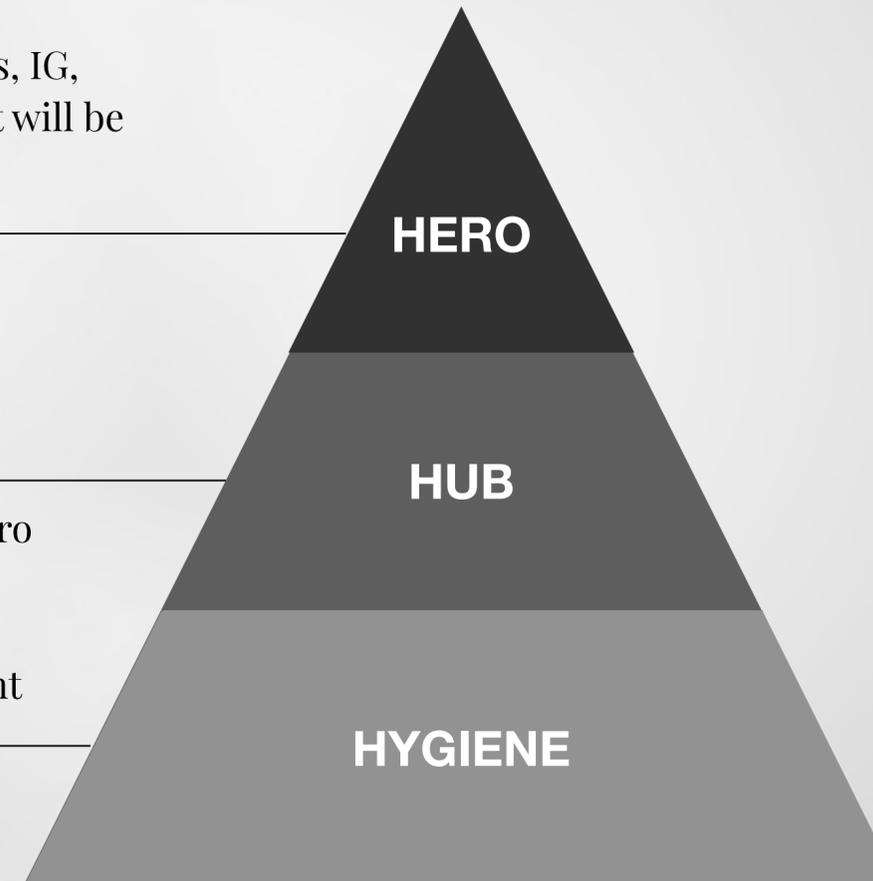


# The campaign model: Hero, hub & hygiene

Hero content is the central narrative. It is the film, the campaign of posters, IG, FB and Twitter posts and various other key central chunks of creativity that will be most people's first touchpoint with the brand/campaign/initiative - all driving to the hub.

The key place you want people to go to after seeing the hero content. A repository for other key pieces of Hero and Hygiene content and the destination for your call to action. This is where the money is made!

Put simply, all the other stuff outside of the key campaign messages and hero content: this is supplementary information that complements all the other good stuff. Typically, this is content that is small/bite size and regularly updated to ensure consistent traffic drivers to complement the hero content and further content for the hub.





Sales increase 172%

6 months prior: £9,421 sales from the website  
6 months after: £25,684 sales from the website



# Site visits increase 101%

6 months prior: 6,383 visitors to the site; 24.2k page views

6 months after: 12.8k visitors to the site; 47.9k page views



Sports socks interest  
increased by 427%

6 months prior: 1,341 visitors to the sports section of the shop

6 months after: 7,063 visitors to the sports section of the shop

Hero content #1: These sox were made for cycling  
(194k views in 90 days)



Hero content #2: These sox were made for running  
(226k views in 90 days)



Users created their own hero content!  
These Sox Were Made For Lifting

**MADE  
FOR  
LIFTING**





Engaging content created for amabassadors to promote Monkey Sox through social channels



Campaign used to create hooks leading to mainstream media coverage

From playful Mr Monkey Sox, a small startup trying to help people talk about MS, to a Community Interest Company, Monkey Sox, with a focus on raising funds and awareness.

