

10.9m
VIEWS

103k
ENGAGEMENTS

4.89m
FB MINS VIEWED

5:28
AVERAGE YT WATCH TIME

The Body Shop x Unseen Kingdoms

THE BIG IDEA

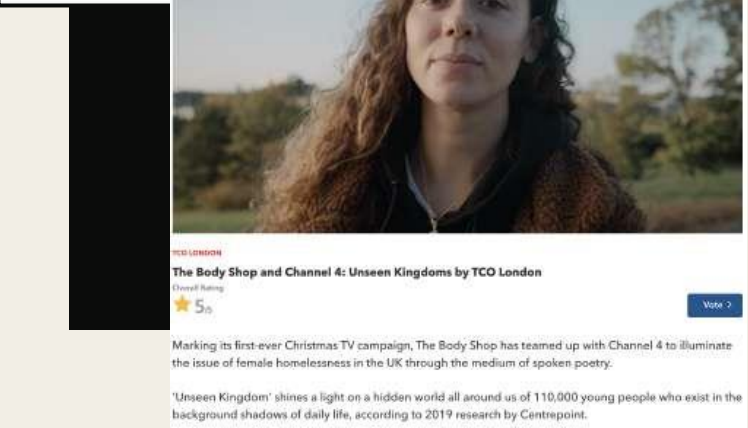
To raise awareness amongst 18-34 females of The Body Shop's partnership with End Youth Homelessness and mobilise people to get involved and help support vulnerable young women we created a series called Unseen Kingdoms

THE RESULTS

Research showed the campaign increased awareness, improved consideration and purchase intent as well as positioning The Body Shop as an ethical brand

MAKING IT HAPPEN

Through a powerful social-first content series we gave women back their voices. We worked with two incredible female spoken word artists and introduced them to two women who had experienced homelessness. The contributors shared their stories and together used these to create a poem. Unseen Kingdoms is a unique two-part social series which blended poetry and hybrid-documentary storytelling. We also created a bespoke TVC which aired on C4/E4.



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- **+31%** Spontaneous Awareness
- **+12%** Consideration Uplift
- **+2%** Likelihood to Purchase
- **+12%** more likely to see The Body Shop as an ethical brand

