

BIONIC CASE STUDY 'HEADWINDS'

It's not Boring. Pinky promise.

2021

**MELLOR
& SMITH**

Bionic

The challenge

Need to tart-up your credit card? Reduce your gas bills? You go to a comparison site, don't you?

We're all pretty savvy when it comes to updating our car insurance, loans and electricity provider. We just visit the meerkat website (or the one with the opera singer) and let them compare the best deals for us.

But what about business owners?

They too need to find the best deals for finance, energy, insurance and more. They need to find the deals that suit them and their business – all while running their company.

But they typically don't trust the smaller B2B providers.





How to light a fire?

We have two services at Mellor&Smith:

01/ *The Fiery Halo*

For brands who aren't currently advertising but know that they need to do something.

*Bionic chose
a Fiery Halo*

02/ *The Burn Brighter*

For household names who've been advertising for years, but need a new independent firestarter spirit.

Bionic hadn't yet advertised as their new independent brand, but they knew what they wanted. Their CEO is the ex-CEO of Compare the Market, so they knew their market inside out, and were confident that TV would work for them. They were ready to pour rocket fuel into their campaign, and bring their brand to life.

We wanted to show the millions of business owners that there was help out there.

These are people who don't have the luxury of a PA. They run beauty salons, car garages and corner shops. They're builders, hairdressers and plumbers.

Their business is their livelihood; they are trying desperately to run everything smoothly, and doing it with the added pressures of business admin.

The world can seem like it's against them, and that they're only ever running into a headwind.

The top of funnel halo was a TV spot, running on primetime ITV, including the Champions League Football.

Supported by national press, and then bottom of funnel performance activity was social media, programmatic display, YouTube and search.



***Our idea.* Take them out of the headwind of everyday admin**

Face distortion is funny. So we fired strong winds at our business owners, making funny faces and then we hit them in the face – cups of tea, paperwork, tools, wood shavings, washing up sponges.

You name it, we thwacked them in the face with it all.

People don't want us interrupting the footy or X-Factor with an ad about business admin, but if you make it funny, then you get their attention. And the results spoke for themselves.

CLICK [HERE](#) TO SEE THE AD.



Results? Now let's blow that trumpet of ours.

The phones at Bionic have been ringing off the hook, they've had:


The campaign resulted in a 114% increase in branded Google searches

And a 38% sales volume uplift over the 8 week campaign

And what's more, we've created a series of Brand Codes for Bionic. Brand Codes that can be brought into every campaign in the future. It's these codes that'll be the foundation for long-term brand building each time they bang their Bionic drum. Effective.

Mellor&Smith. *Lighting a fire.*



A close-up photograph of a woman with dark hair, wearing a bright yellow hard hat and a high-visibility safety vest over a light-colored shirt. She is smiling broadly, showing her teeth, and looking slightly off-camera to the right. The background is blurred, suggesting an industrial or construction setting.

Bionic's Chief Customer Officer Glyn Britton thought we were the nuts. Or as he more eloquently puts it:

“Paul and the team are absolutely Box One. They ‘get’ early stage businesses and what it actually takes to really grow. And they’re a pleasure to work with too!”

Glyn Britton
Chief Customer Officer
Bionic

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