

# PICK EVERARD

Deliver better together.

Supporting  
**National  
Literacy  
Trust**  
Change your story

## SCHOOL FINDS\_

### FIND OUR BOXES ACROSS UKREIIF!

Spot them, snap a photo, and share it on LinkedIn – don't forget to tag us @PickEverard and use #SchoolFinds

\*For every box found we'll donate £500 to support the National Literacy Trust.

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## Campaign Overview

Through School Finds, Pick Everard used UKREiIF to combine live marketing with purpose by donating £5,000 to the National Literacy Trust. Delegates were tasked with finding branded cubes and sharing on LinkedIn, for us to donate £500 for each cube found. The campaign drove conversation and showcased our commitment to education and social value.

# 1.5m

Social media impressions  
+ 1.5m PR reach

# 15,813

Emails opened

# 266

Leads generated

# x60

Return on investment



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## SUPPORTING THE STEM STORY

Championing the next generation of talent our industry needs to create a better, more sustainable world.

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### STEP 3

We'll donate £500 to support the National Literacy Trust  
T&Cs apply

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