

Finding the festive cheer with #HoHoHollis

A unique festive campaign designed to establish a personal connection with our valued clients and dedicated staff, to find the fun and celebrate the season.

Key objectives

Raise the profile of Hollis and give thanks to our clients.

- Finding the fun and spreading the festive cheer - One of our core values & people first approach
- Giving back to charity - Linked to our ESG Strategy
- Rewarding our people and key clients - Linked to our objective of fostering relationships

Audience

Reaching out to key, major and valued clients and employees in the UK and mainland Europe.

Campaign

- #HoHoHollis branded socks gifted in person
- Tags on the socks explained how to get involved via LinkedIn
- £10/€10 donated to charity for every social post spotted

Results

- Reach of over **63,000** on LinkedIn
- **7,012** LinkedIn impressions
- **63** organic LinkedIn posts were generated by employees and our clients
- **1,373** LinkedIn engagements from clients
- Charitable donations raised via LinkedIn posts
- **100+** pairs of socks gifted to a homeless shelter



All together
different