



*Moby Dick*  
custom.content.creators

# A TICK for the Dick

How quality content can impact  
your marketing strategy





# CASE STUDY

## White Pointer Boats [NZ]

### BRIEF:

1. Create high quality content assets for the client, using White Pointer boats in their element
2. Build quality into the value proposition using customers boats along with their testimonials
3. Amplify the message in print and digital

### CONCEPT:

Two White Pointers hunt bluefin tuna in a rugged but beautiful fishing destination, befitting the brand

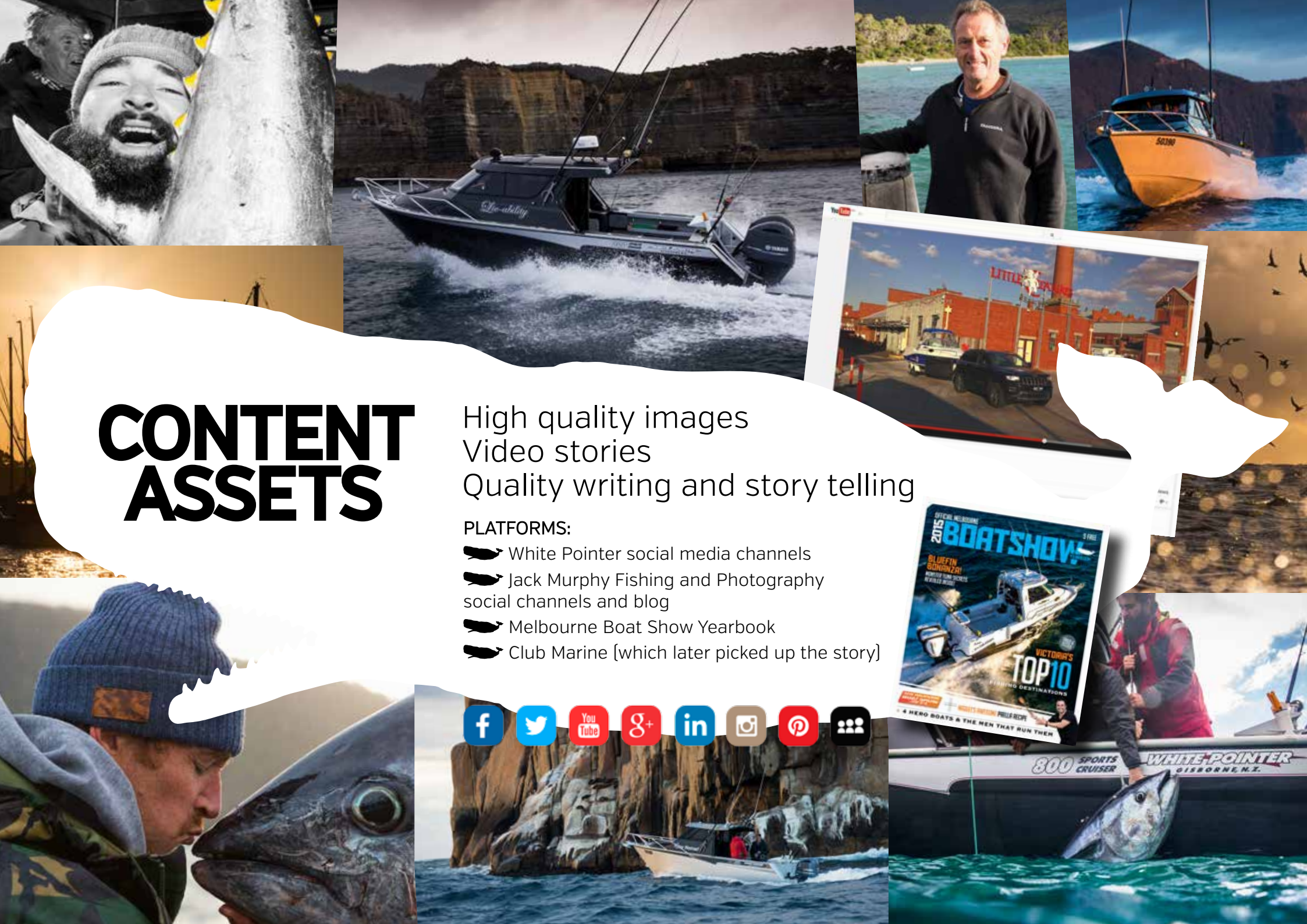


# CONTENT ASSETS

High quality images  
Video stories  
Quality writing and story telling

## PLATFORMS:

- 🐟 White Pointer social media channels
- 🐟 Jack Murphy Fishing and Photography social channels and blog
- 🐟 Melbourne Boat Show Yearbook
- 🐟 Club Marine [which later picked up the story]





# OUTCOMES



## White Pointer Facebook channels

🐟 Eight of the top 10 reaching all-time White Pointer posts came from Moby Dick content



🐟 Followers increased 10% to 3250, largely attributable to the campaign [hard to prove it was directly related to Moby Dick content]



🐟 Posts created by Moby Dick reached of over 35,000 people [total reach] on White Pointer Facebook



🐟 Over 2,000 likes, shares and comments on White Pointer Facebook channel, related to Moby Dick content

## 🐟 JACK MURPHY FISHING & PHOTOGRAPHY CHANNELS



- A dedicated editorial blog reached of 3300 people via a Facebook post
- The same editorial blog reached 2500 people on Instagram



- A dedicated video story reached 6100 people via a separate Facebook post
- In total, nine separate White Pointer story images were posted to Jack Murphy Fishing & Photography, resulting in over 10,130 total views



## 🐟 PRINT

- Over 10 pages of quality story telling in the Melbourne Boat Show Yearbook
- The story was later picked up by Club Marine, Australia's largest circulating magazine, published in the next issue



## 🐟 VIRAL

- The story went viral in Tasmania, going down as the weekend two White Pointer boats took home double barrels from Eaglehawk Neck



## 🐟 SALES

- White Pointer sold two 730 Hardtops within months of the feature being published

