



Moby Dick
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A TICK for the Dick

How quality content can impact
your marketing strategy

CASE STUDY

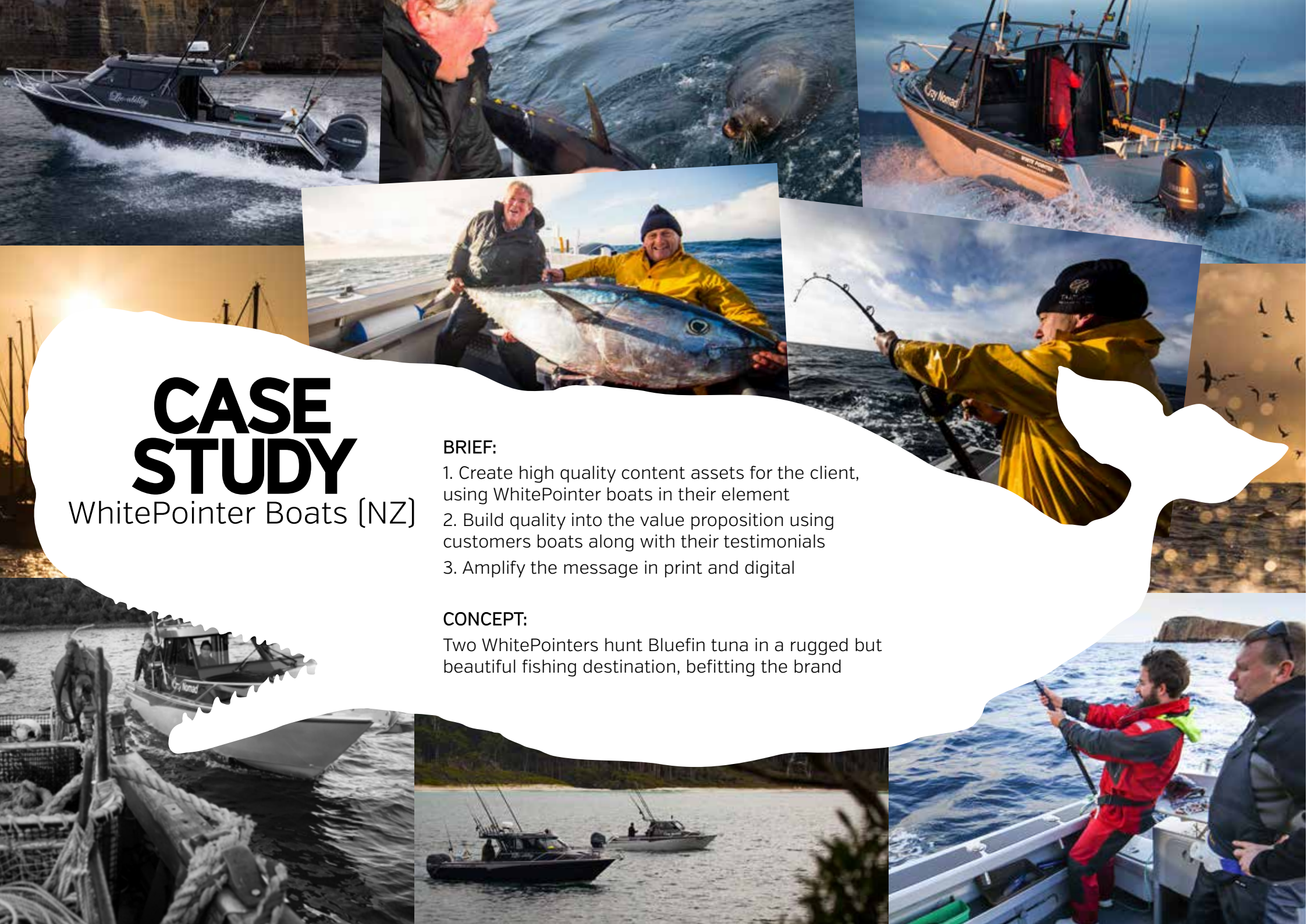
WhitePointer Boats (NZ)

BRIEF:

1. Create high quality content assets for the client, using WhitePointer 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 WhitePointers 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:

- 🐟 WhitePointer 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



WhitePointer Facebook channels

🐟 Eight of the top 10 reaching all-time WhitePointer 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 WhitePointer Facebook



🐟 Over 2,000 likes, shares and comments on WhitePointer 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 WhitePointer 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

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

