

CASE STUDY:

**CAMPAIGNS FOR *HEFFRON***  
**TOLD STORIES OF CZECH**  
**HEROES**

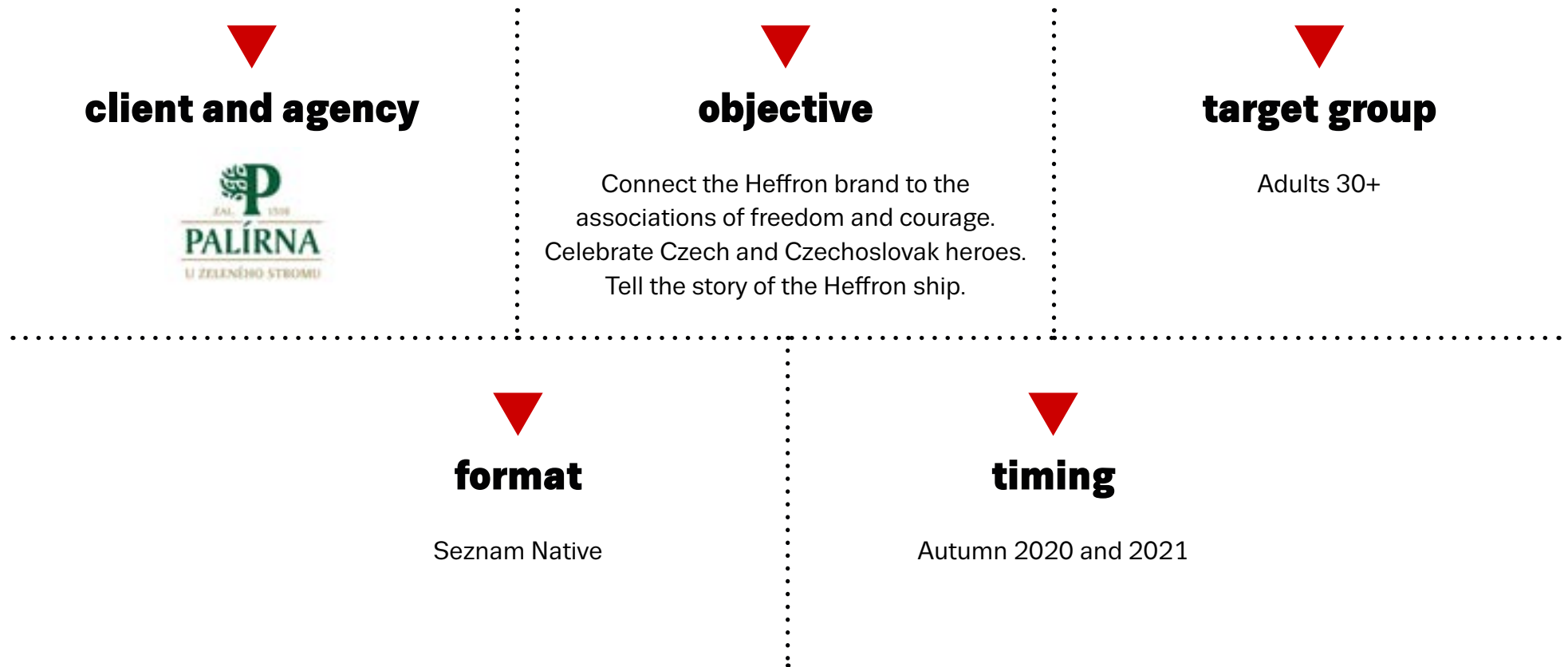


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# We Czechs have only been living in a free country for the past 30 years

Our parents experienced communist totalitarianism, our grandparents and great grandparents Nazi murder and the horrors of the world wars. Over time, we have gradually forgotten the heroes who gave their lives for their country and for our freedom. With the Heffron brand of rum, we therefore reminded ourselves of our long road to freedom.

How to revive the stories of forgotten heroes?



# A nation that doesn't respect its heroes is in danger of having none around when it needs them

In the first of the two Natives, we focused on the long-forgotten journey of the heroes of the First World War. The ship named Heffron conveyed the last Czechoslovak legionnaires whose stories we told in the content. We supplemented the article with video and audio samples from journals as well as letters that some of the legionaries had sent home. We're doing this to introduce life back then as faithfully as possible, and to revive the stories of those whom the Nazis, followed by the Communists, had tried to erase from history.

In the second part of the series entitled Turbulent History of Our Country, we recalled the heroes of our country who sacrificed their lives for the freedom of our nation. We reminded ourselves of the fateful years of the 20th century, which for our country meant either a step towards freedom or towards oppression and suffering. We augmented the content with period photographs, audio and interactive quizzes so that readers could put themselves in the shoes of some of these heroes.

A total of 30 000 people took advantage of this opportunity.



## How do we measure success?

In both campaigns, we tracked the time spent with content as an indicator of the given content's attractiveness to its audience. In this case, our goal was to **exceed 3 minutes on each of the articles**.

Another key metric was the number of unique readers, which we **guaranteed 90 000** within each article.

In the A Long-forgotten Road to Freedom campaign, we also tracked the **number of video views** that are part of Native.



# How did we get Seznam Natives out among the people?

We placed articles on Seznam Zprávy [Seznam News] and other websites under the Seznam heading. We created dozens of combinations of teasers that we distributed across Seznam, and then optimized them to meet the campaign goals.



# Campaign results



We managed to surpass the three-minute limit for the average time spent on the article. The average time on the article The Turbulent History of our Country climbed to 5.5 minutes, while with the Native article A Long-forgotten Road to Freedom, **readers spent an average of 11 minutes**, a duration over 3 times that of editorial texts.



The articles The Turbulent History of our Country and A Long-forgotten Road to Freedom have been read by over **200 000 unique readers**, surpassing our predetermined guarantee.



The strong connection between the content of Native and the client was also reflected in the direct click-throughs on the client's website and e-shop. **We counted a total of over 15 500 click-throughs.**



In the A Long-forgotten Road to Freedom campaign, we tracked nearly **66 000 video views.**

Thanks in part to the content campaigns, we succeeded in quickly selling out a limited edition of rum bottles whose labels featured other stories of Czech heroes.

**THE SEZNAM NATIVE**  
***THE TURBULENT HISTORY OF OUR***  
***COUNTRY CAN BE FOUND HERE.***



**THE SEZNAM NATIVE**  
***A LONG-FORGOTTEN ROAD TO***  
***FREEDOM CAN BE FOUND HERE.***



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