



Video, content and social media produced for the **Vauxhall #MokkaX** campaign



Background

This was a high profile campaign involving five UK bloggers. Kaper PR agency approached us on behalf of their client Vauxhall and they wanted us to showcase us how adventurous we could be in 48 hours in their new

SUV model, the MokkaX. The brief was to highlight the emotional benefits of the car (that it's fun and adventurous) as well as its key features, positioning it in a genuine way that appealed to the target audience.

Video Produced

 [A Road Trip Adventure in Newquay, Cornwall](#)

Over **51,800 views** across Facebook, YouTube channels and Instagram accounts [@GlobalGrasshopper](#) and [@garynansome](#)

Over **2,000 engagements** (including Facebook, YouTube and Instagram likes, comments and shares)

Example Comments

“What a fabulous video, makes me want to go on a road trip

“Ah Newquay! The memories of university surfing trips! For some reason though I really just want to buy a Vauxhall now :) Great video, looked like you had fun

Case Study 1



Blog Posts Produced

 [A road trip adventure in Newquay, Cornwall with a MokkaX](#)

Over 3,500 views, 131 social media shares and 22 comments

 [Six reasons why you'll fall in love with a Cornwall road trip](#)

Over 3,000 views, 143 social media shares and 32 comments

Example Comments

 *Loved the video and the pictures! This road trip is so awesome, I fell in love at first sight!*

 *Road trips are such fun especially in a nice car like the MokkaX! Stunning images of Newquay!*

Social Media Results

 **Twitter** Over 50,000 impressions and 700 engagements

 **Instagram** Over 12,600 Likes and 273 comments

 **Facebook** Over 15,700 reach and 6,500 engagements

Feedback from Client

 *Our client was extremely happy with the work that Becky and her team did for the project, so much so that the video has been shared throughout the company. The work was original, beautiful and extremely impressive, we'd love to work with Global Grasshoppers again in the future.*

Dana Leigh, Account Executive at Kaper PR talking about the work produced for her client Vauxhall

Get In Touch

Please contact Becky becky@globalgrasshopper.com or 07789 074402 for further details





Video, content and social media produced for Eviivo



Background

This was a smaller scale campaign produced for Manc Frank PR agency for their client Eviivo. The brief was to showcase a stay at Snooze Bed and Breakfast in Brighton which was recently voted the quirkiest place

to stay in England. We were asked to highlight the guest house as a unique place to stay on behalf of Eviivo, a software brand which handles bookings and administration for small independent hosts and hoteliers.

Video Produced

▶ [A trip to Snooze, Brighton](#)

Over **49,100 views** across Facebook, YouTube channels and Instagram accounts [@GlobalGrasshopper](#) and [@garynansome](#)

Over **5,400 engagements** (including Facebook, YouTube and Instagram likes, comments and shares)

Example Comments

“Wow, absolute class

“This is incredible – whilst I always thought Brighton was a nice spot I never knew it was this special. I need to go back and explore it more!

Case Study 2



Blog Posts Produced

 [A funky weekend away in Snooze, Brighton](#)

Over 2,500 views, 112 social media shares and 12 comments

Example Comments

“Great photos and video, Brighton is such a cool city and you’ve captured it so well. Need to head back there one day soon!”

“Very funky and fabulous video, what a fantastic videographer you have on your team. Brighton looks like a really fun city to visit, especially the pier

Social Media Results

 **Twitter** Over 30,000 impressions and 300 engagements

 **Instagram** Over 11,700 Likes and 200 comments

 **Facebook** Over 8,400 reach and 6,400 engagements

Feedback from Client

“Becky and Gary were an absolute pleasure to work with. Having worked with many bloggers whilst being in PR, Becky definitely stands out as one of the most professional and easy to work with. A breath of fresh air. Our client was delighted with her review, which I will add went above and beyond. Breathtaking video, images and a thorough write-up. I hope to work with GlobalGrasshopper again in the future – absolute pleasure.”

Get In Touch

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