



THE HOME OF GOLF

Scope of work

Assisting The Home of Golf in the production and creation of their 2019 Christmas campaign, #DrivingHomeForChristmas

Challenges and tasks

To create one piece of engaging content per day for each of the 12 days of Christmas, across their Twitter, Facebook and Instagram channels

To utilise the assets and timeframe available to deliver the campaign in a timely manner

Challenges and tasks

Gathered insights about some of The Home of Golf staff to create an entertaining, friendly competition

Created four stand-alone videos, ran competitions and engagement led pieces in the run up to Christmas Day

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Results

Generated 52,000 views across all platforms

