

w00t!

MEDIA



CASE STUDY - RAF 'MY TWO HOMES'



## REACHING NEW AUDIENCES

Complex served as the host and distribution platform for RAF's 'My Two Homes' project aimed at increasing awareness and consideration for RAF careers amongst youth and BAME audiences

We created a hero Parallax feature, amplified via extensive social promotion, targeting both 16-24s and parents / guardians, and partnered with CrowdDNA to deliver a tailored brand uplift survey



Interactive Parallax feature



Targeted social amplification



Audience insights survey

**COMPLEX UK with Royal Air Force.**  
Paid Partnership ·

"The RAF has made me feel like I can do things I never thought I could."

COMPLEX.COM

**My Two Homes: Four Young People Break Down What It's Actually Like to Live and Work in the RAF**

27 Comments 14 Shares

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My Two Homes: 20-year-old Dental Nurse Sophie talks taking opportunities as a young person inside the @RAF\_Recruitment bit.ly/31BYN6q

3:50 am · 23 Aug 2019

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My Two Homes

Four young people break down what it's actually like to live and work in the RAF.

Find out more at the RAF website

complex\_uk · Following

complex\_uk · "The RAF has made me feel like I can do things I never thought I could." Hear how Rotimi has combined his passions for engineering, sport and travel by joining the RAF.

3w

yxngakbar Bro I read this and legitimately thought you were talking about him becoming a

117,953 views

AUGUST 15

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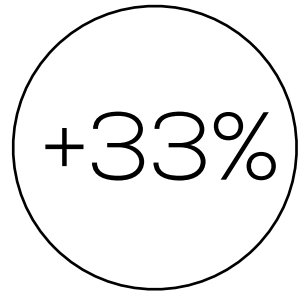
AUGUST 21

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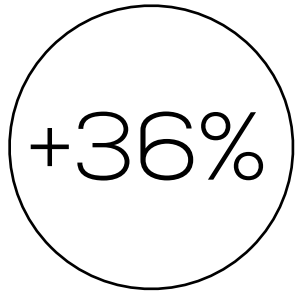
Click Images To View Sample Content

# RESULTS

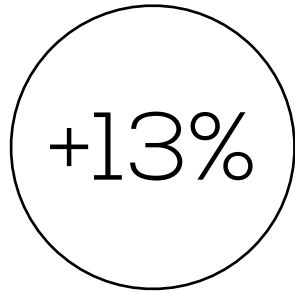
The parallax delivered considerably above planned impressions and article views and achieved an average dwell time of 7min 30



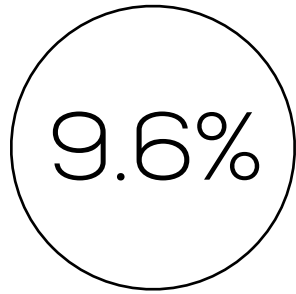
Est. Content  
Impressions



Est. Article  
Views



Est. Video  
Views



Overall  
ER

The survey reported uplift in perceptions of diversity amongst the exposed audience as well as an increase in wanting to discover more about careers in the RAF



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