

MINDSHARE



Circus Street™

MINDSHARE CASE STUDY

2016

Driving digital knowledge



Program goal



Mindshare partnered with Circus Street in September 2014 to build digital knowledge levels across the agency. With technology driving continuous change in the ways brands can connect with their audiences, keeping agency teams up to speed is a challenging task.

Over 400 people in the London office were granted access to the entire Circus Street lesson library.

Setting up for success

Mindshare & Circus Street collaborated on creating an engagement plan to ensure that users gained a wide breadth of knowledge from the lessons and embedded this new digital knowledge into their day-to-day work



Senior advocates within each village

Circus Street's Account Management team worked closely with senior stakeholders within each village to ensure they endorsed & encouraged engagement with the programme & drove lesson completion.



Designated learning hours

Users were encouraged to schedule dedicated learning hours within their working week to ensure they were able to complete their learning paths within the specified time frame.



Inter-team competition

Circus Street created an in-agency league table of performance, shared on a weekly basis with village champions. This created healthy competition between teams and proved to be a valuable tool in driving engagement.



Regular progress reporting

Detailed engagement reports sent to team leads highlighted high performers, active users and those needing a gentle nudge. The reports also enabled programme advocates to be identified



Ongoing encouragement

The Circus Street Account team emailed participants regularly encouraging them to keep up their good progress and sharing how their performance benchmarked against the team average. The emails also highlighted lessons with particular relevance to trending industry topics & debates.

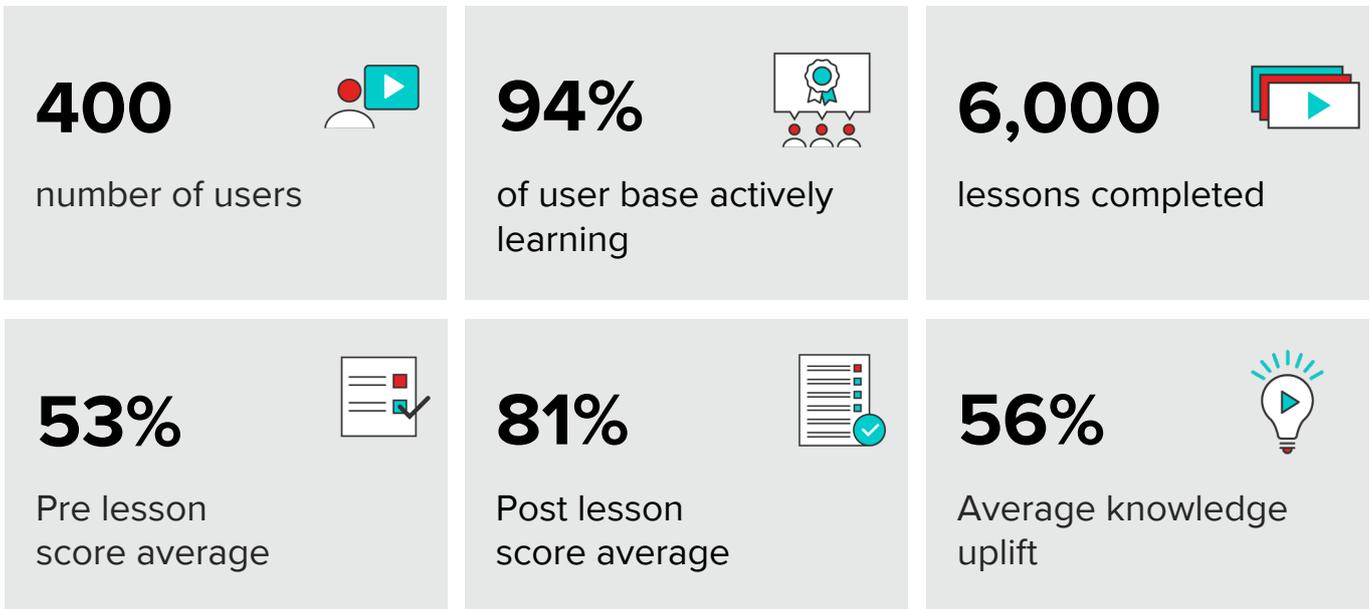


Industry recognised certification

Participants were incentivised to complete their specified learning path in order to qualify for a certificate of completion, endorsed by key industry bodies.

Delivering results

Significant knowledge uplift achieved across all subject areas



115 People completed over 20 lessons

Awards & certificates



Certificates awarded
for completion of 15 lessons or more.

Accredited by:

The CPD Standards Office
CPD PROVIDER: 50063
2016 - 2018
www.cpdstandards.com



OMCP
Registered Education Provider



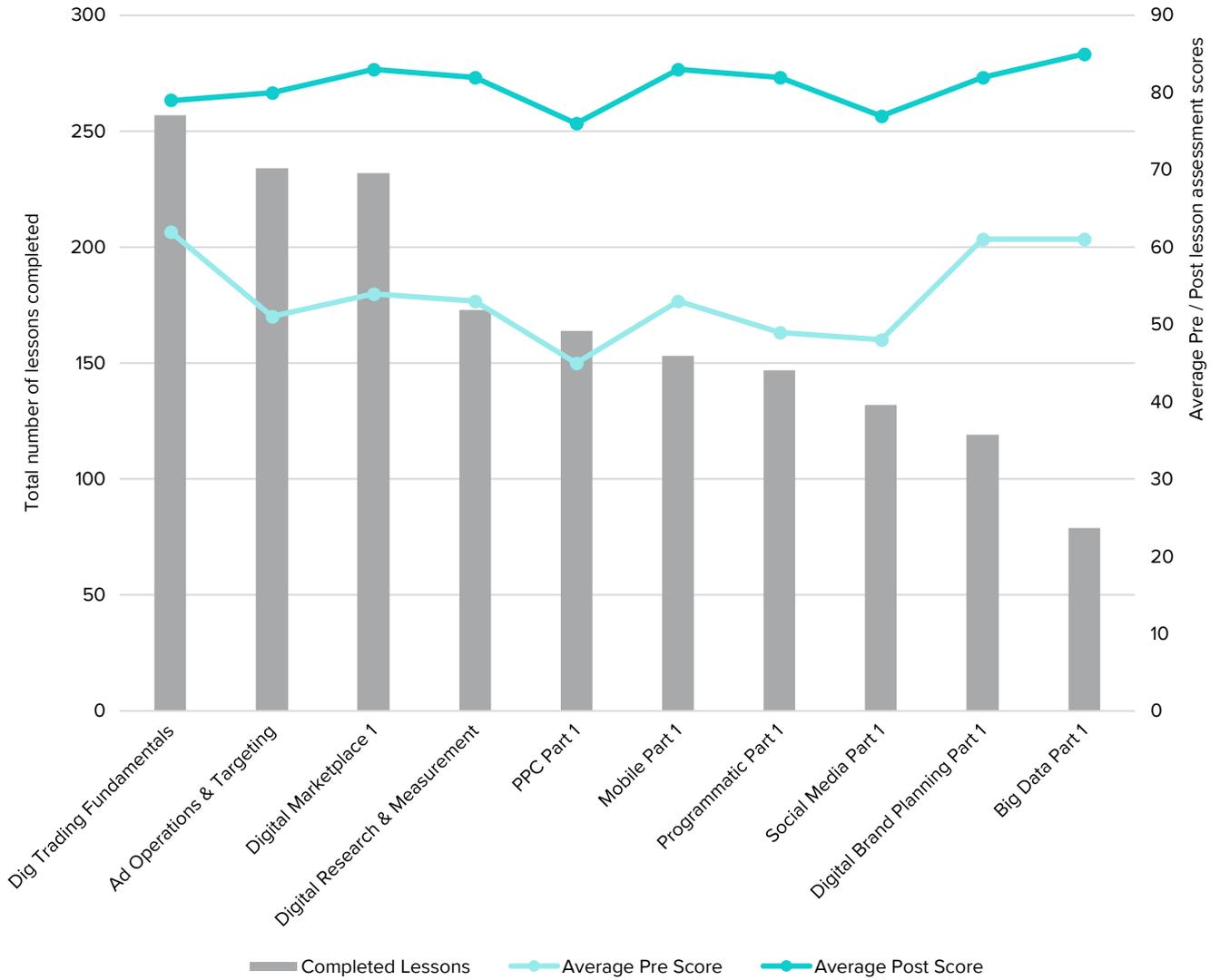
Endorsed by:

Strategic Education Partner
Association of Online Publishers
aop

PPA The voice of professional publishers

Lesson results breakdown

The 10 most popular lessons for Mindshare UK



Recognition & testimonials

Making a difference across functions & experience levels



“I thought the lessons were excellent. Working on two large accounts, it’s important I have a broad understanding and a strong focus on the digital landscape. Normally I have to refer a lot of questions from my clients to the digital strategists in the team, but I am now able to directly answer many of these - in particular the questions on Programmatic. The Circus Street lessons have encouraged me to think of new solutions for my clients when planning their media strategy.”

Client Director



“Being new to media, the lessons have provided me with a solid understanding of the digital market. Understanding all the language & jargon was a daunting challenge when I joined Mindshare. I’m now a lot less reliant on the experts within my team, allowing me to have confident conversations with my clients without having to refer them to our experts in the first instance. In this regard the programmatic lessons have been really helpful due to working on the Ford account. As Ford continues to invest more of its revenue in programmatic it’s vital that I am able to understand the technology that we’re using for their programmatic campaigns.”

Account Executive



“I thought the content of the lessons was brilliant. Although I specifically work in AV, it’s important I’m aware of the whole digital landscape and am able to answer questions on other channels. With that in mind, the lessons on Programmatic were particularly helpful. Programmatic is a key focus for the agency so being well versed in this specialism is important. At the same time as watching the lessons, we were having specific training on Programmatic as part of the GroupM University. CS lessons tied in well with this training and reinforced everything I was learning at the time.”

AV Account Manager



“Coming from a publishing background, the first 6 lessons helped me make sure I was comfortable with the fundamental basics on digital marketing. These lessons have helped me understand the day to day pressures of the team in more detail, allowing me to help them develop their processes & skills on the work we’re doing for Unilever within the ‘Exchange’ team. The programmatic lessons were also of huge help in this regard. They have increased my ability to converse knowledgeably with the digital specialists within the agency. I’m also more confident in my opinion on the market when having conversations with media owners & looking at how we can improve the work we’re doing for our clients.”

Exchange Operations Director



“Taking advantage of new & innovative opportunities to engage with an audience is one of the key challenges with our clients. I’ve found the lessons really helpful in keeping my finger on the pulse of developments in the market. This means I’m less reliant on the buying teams for expert knowledge when dealing with initial requests that come through from my clients, allowing me to continue to confidently recommend fresh planning solutions to them. The search lessons in particular have helped me understand potential tagging issues that may arise when using mobile optimised sites. I’ve found that downloading the scripts from the lessons is a great way of referring back to lessons I’ve already gone through.”

Planning Director