

Digital PR

Case Studies

**Unlock
Business
Growth**

Why Digital PR Matters

Mentions and backlinks from reputable websites help improve your visibility in search and AI, build brand authority, and drive high-quality traffic that delivers on your business goals.

We use expert insights, influencers, original research, surveys, and data-led stories to earn coverage that gets people, search engines and AI, talking about you.



Expert Analysis

Using Experts To Stand Out

Capitalising on one of 2024's biggest shows to drive authority and develop brand expertise



Challenge

An online casino provider wanted to drive authority to key category pages, along with increasing brand visibility during an important period of the year.

Solution

We partnered with our body language expert to deliver an alternate reactive content series and activate internal experts to provide exclusive trading insights to the press.

Results

- **50+** pieces of coverage
- **30+** backlinks to website
- **88** Average domain authority
- **1.8m** estimated views of content
- **1.4k+** estimated social engagements

Driving the weekly Premier League debate through reactive Digital PR



Challenge

An iGaming brand wanted to increase the visibility of their sportsbook, along with making their brand synonymous with action on the pitch in the Premier League.

Solution

We identified a gap in the market, creating a reactive press office alongside former Premier League referee Jeff Winter, delivering instant commentary and analysis of the biggest decisions & VAR interventions.

Results

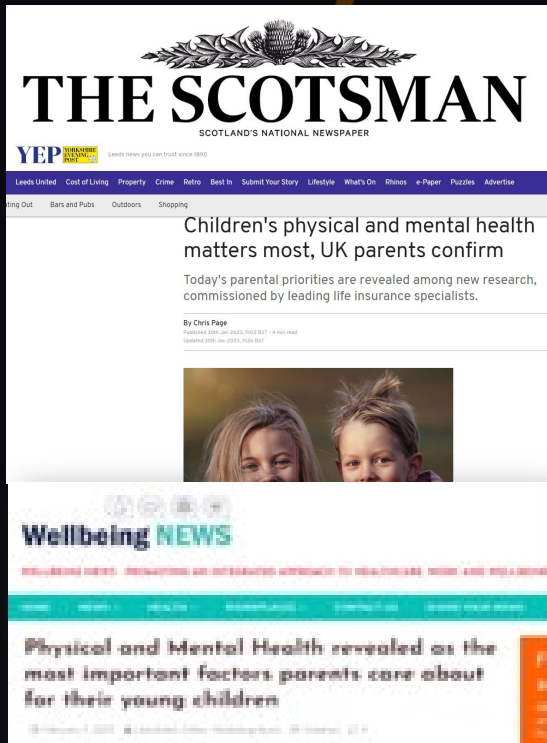
- **60+** pieces of coverage
- **45+** backlinks to website
- **78** Average domain authority
- **4.1m+** estimated views of content
- **6.8 k+** estimated social engagements



Surveys

Talking To The People Who Matter

Utilising surveys to generate coverage with National & Regional angles



Challenge

A Life Insurance company wanted to create a regional specific campaign that would resonate with parents who have young children.

Solution

We conducted a national survey of UK parents with children aged 0-4, revealing that over two-thirds are worried about their child's future. This insight led us to explore key family priorities and develop multiple regional angles for outreach, supported by on-site content and a national press release.

Results

- **61+** pieces of coverage
- **40+** backlinks to website
- **58** Average domain authority
- **400k+** estimated views of content
- **3.5 k+** estimated social engagements

A man with a beard and a blue headset is speaking into a professional microphone. In the foreground, a smartphone is mounted on a black stand, displaying a video of the same man. The background is a blurred office or studio setting with a laptop and some papers.

Influencers

Authenticity Meets Performance

Capitalising on one of 2024's biggest shows to drive authority and develop brand expertise



Challenge

A bingo brand tasked us with increasing search rankings for key categories and share of voice during a critical period of the year.

Solution

We partnered with former Strictly Come Dancing winner, Ola Jordan, to create a 10-week reactive content series & Digital PR strategy.

Results

- **300+** pieces of coverage
- **250+** backlinks to website
- **81** Average domain authority
- **16m+** estimated views of content
- **5.2 k+** estimated social engagements

Owning the conversation in the right place at the right time



Challenge

An entertainment brand were looking for a culturally relevant way of increasing search rankings for key categories and share of voice during a critical period of the year.

Solution

Series 1 runner-up Wilf previewing and providing instant reactions to go alongside each episode.

The series gripped the UK with an average viewership of over 10m - higher than some of the most watched sporting events of last year including the Euro 2024 opener between Scotland & Germany (10.1m) & Paris Olympics men's 100m final (8.4m).

Results

- **38+** pieces of coverage
- **35+** backlinks to website
- **87** Average domain authority
- **3.5m+** estimated views of content
- **8.1 k+** estimated social engagements

The background is a dark blue gradient. It features several streams of binary code (0s and 1s) in different colors (cyan, magenta, yellow) that appear to be flowing or radiating from the left side. On the right side, there is a faint, semi-transparent image of a hand with the index finger pointing towards the center. The overall aesthetic is high-tech and digital.

Data-Led

Turning Data Into Headlines

Using social media trends to create relevant content which resonates



Challenge

With competition in the online bingo space increasing, an operator needed a fresh, culturally relevant way to drive engagement among millennial mums - a key audience segment.

Solution

We tapped into the viral #pregnancycraving TikTok trend ahead of Mother's Day and gave them a timely hook to spark press coverage and boost brand visibility.

Results

- **70+** pieces of coverage
- **59+** backlinks to website
- **64** Average domain authority
- **731k+** estimated views of content
- **5.2 k+** estimated social engagements



www.vegagibraltar.com

Find Your North Star

