

CASE STUDY: LEWIS CAPALDI & GREGGS



One of the most talked about partnerships of 2019 to date....Lewis Capaldi undercover at Greggs pre his Big Weekend performance in Middlesbrough. Coda Brand Partnerships helped Greggs devise and then delivered this bespoke solution and the results speak for themselves.....

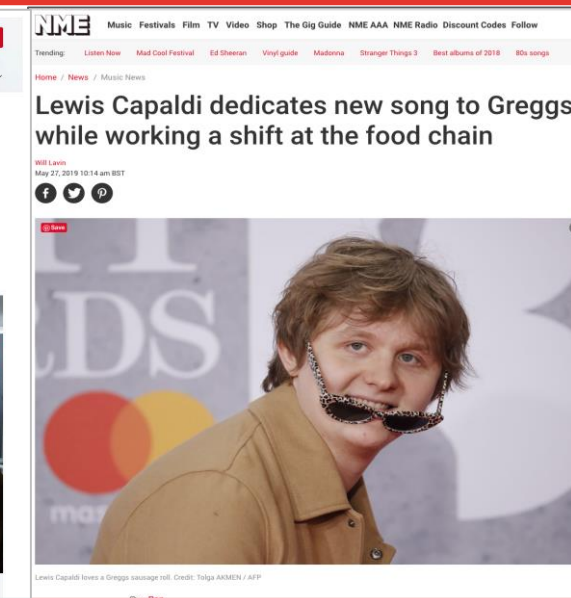
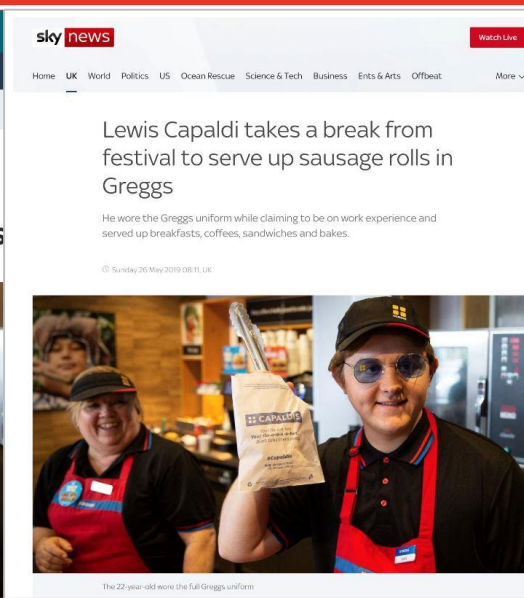
Outstanding PR and social performance highlighted how organic and relevant this partnership was e.g.

Press highlights

90+ features across national and local press including NME.com, Sky News, Daily Mail, Daily Express, ITV News etc

Social highlights

Over 300,000 likes across Lewis socials, 30,000 comments and 37,000 shares
28% of Lewis followers interacted with the partnership ("good" is measured at approx. 2-3%)



"We're extremely proud of this activity, it was definitely one of my favourite pieces in the five years I've been at Greggs 😊"

Fiona Mills
Brand Communication Manager, Greggs

"Thanks so much for everything, it was so much fun!
Reaction online was nothing short of incredible!"

Ryan Walter,
Lewis Capaldi's Manager