

Case Study

DRAIVO



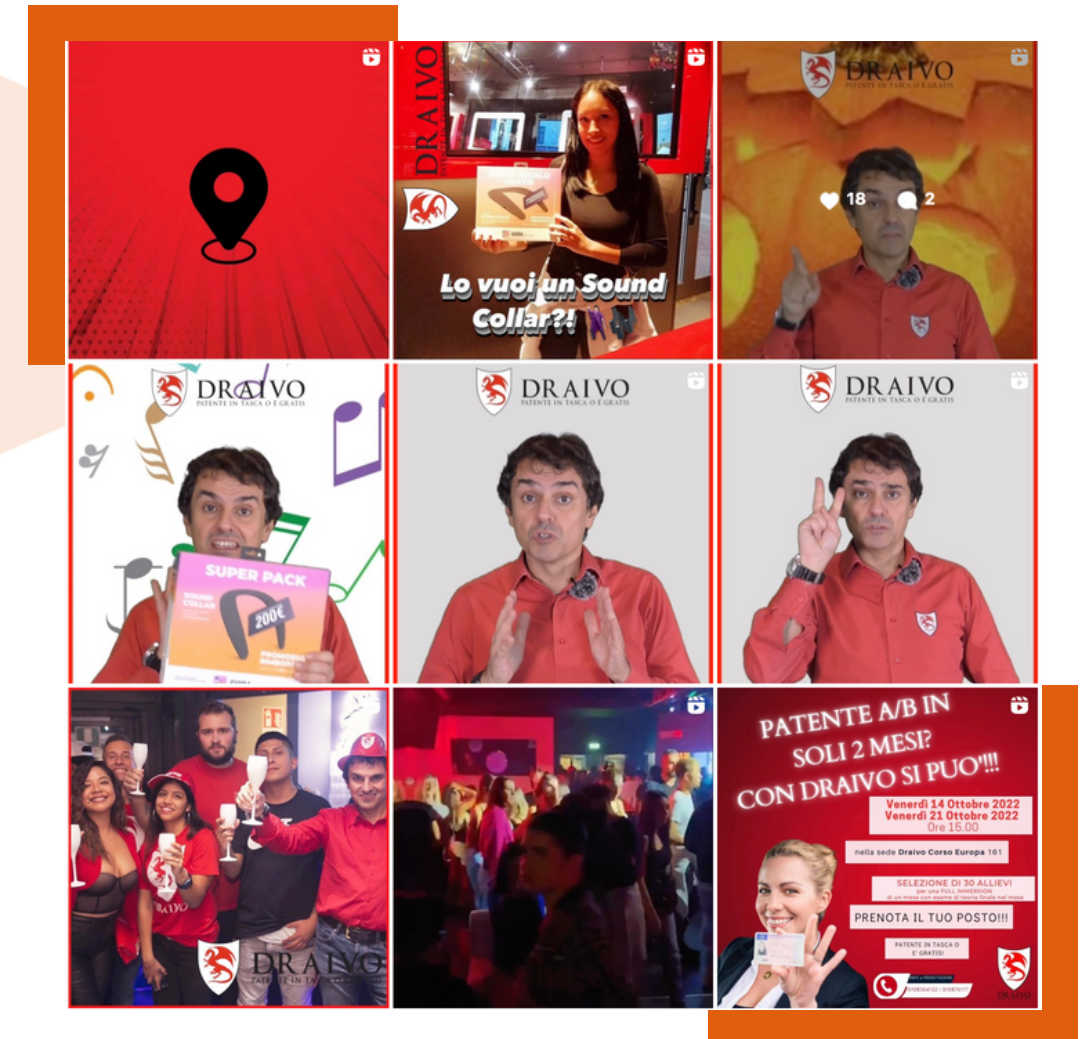
Autoscuola Genova

ISTARTING SITUATION

In January 2023 the social media accounts looked a bit confusing especially because of the lack a of specific and defined graphic identity. The strategy used until that moment didn't put enough emphasis on the distinctive strenghts of the brand.

The photos and the videos published until then appeared:

- of a low quality,
- generic,
- posted without a plan.



STARTING SITUATION

Facebook & Instagram

Before our staff started to work on the company profiles, the following data were recorded:

INSTAGRAM

3.265

FOLLOWERS

FACEBOOK

16.885

FOLLOWERS



OUR JOB

OUR JOB

Since we took the lead on the social media profiles, the company online presence changed radically thanks especially to our strategy which let the brand stand out because of its strenghts:

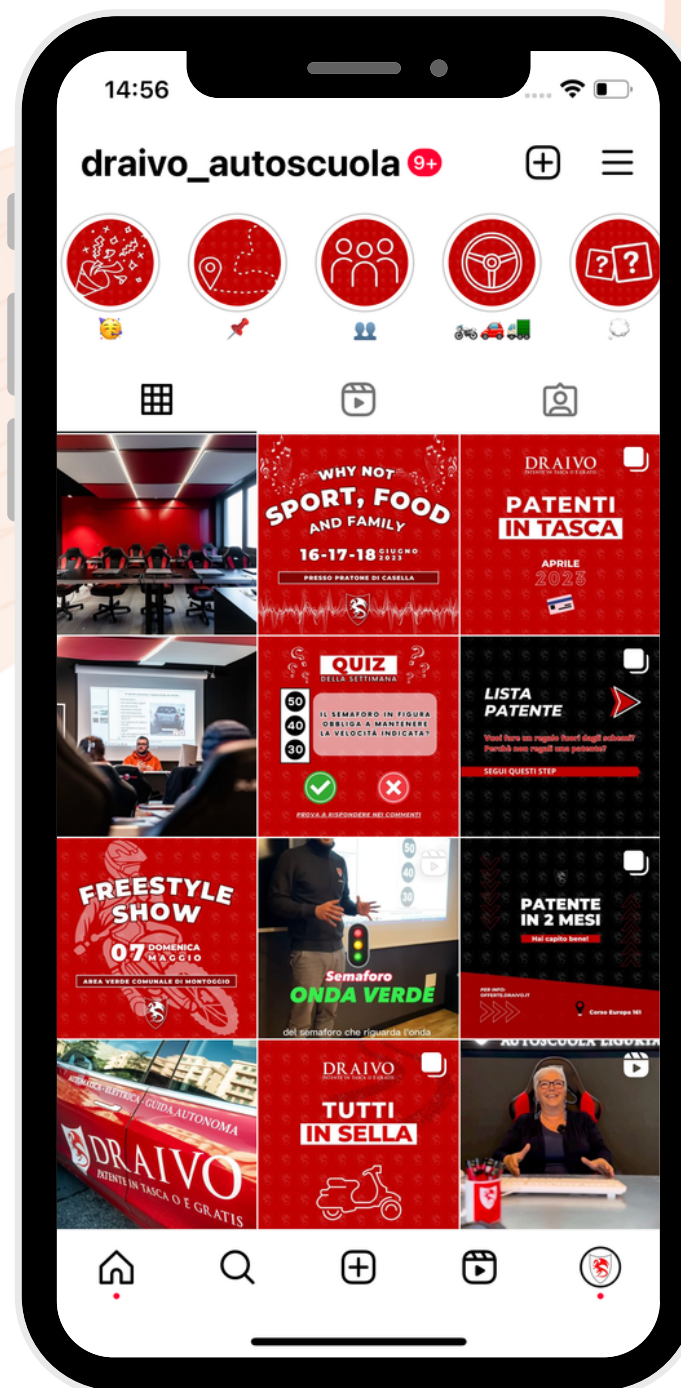
- **all the weekly activities,**
- **the progress and the amazing results of the trainees,**
- **technologies at its disposal** (360° simulator, highly prepared staff, new teaching methods, ...),
- **the quality and quantity of the courses.**



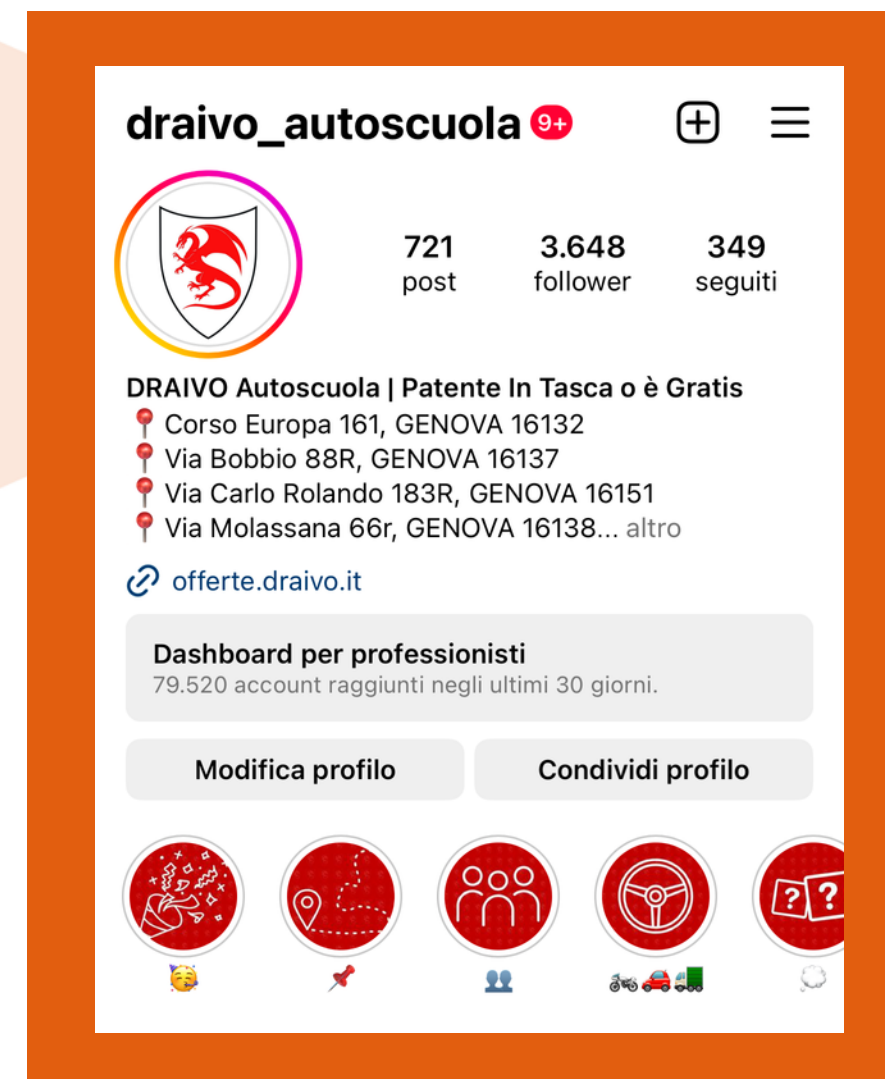
OUR JOB



BEFORE



AFTER



HIGHLIGHTS

OUR JOB

Facebook & Instagram

At the end of April 2023 the following data were recorded:

INSTAGRAM

3.648

+383 followers

FACEBOOK

18.473

+1.588 followers



OUR JOB

To obtain those incredible results, we proceeded to organize a photo and video shoot to create high quality contents and to present as its best the brand and its peculiarities.

PHOTOS



VIDEO

