

BIONIC CASE STUDY

It's not Boring. Pinky promise.

2021

**MELLOR
& SMITH**

Bionic

Need to tart-up your credit card? Reduce your gas bills? You go to a comparison site, don't you?

We're all pretty savvy when it comes to updating our car insurance, loans and electricity provider. We just visit the meerkat website (or the one with the opera singer) and let them compare the best deals for us.

But what about business owners?

They too need to find the best deals for finance, utilities, insurance and more. They need to find the deals that suit them and their business – all while running their business. They could do with some help.

Enter Bionic. The ultimate comparison site for businesses, they run detailed searches, research the best deals and have the best solutions for the **6.9 million SMEs in the UK**.

Up until now, they'd been working consistently behind the scenes; for 10 years they'd white-labelled for the large comparison sites like Go Compare and others. But now they wanted to emerge from their cocoon, to stand-alone...so they commissioned a **Mellor&Smith *FIERY HALO***.





How to light a fire?

We have two services at Mellor&Smith:

01/ The Fiery Halo

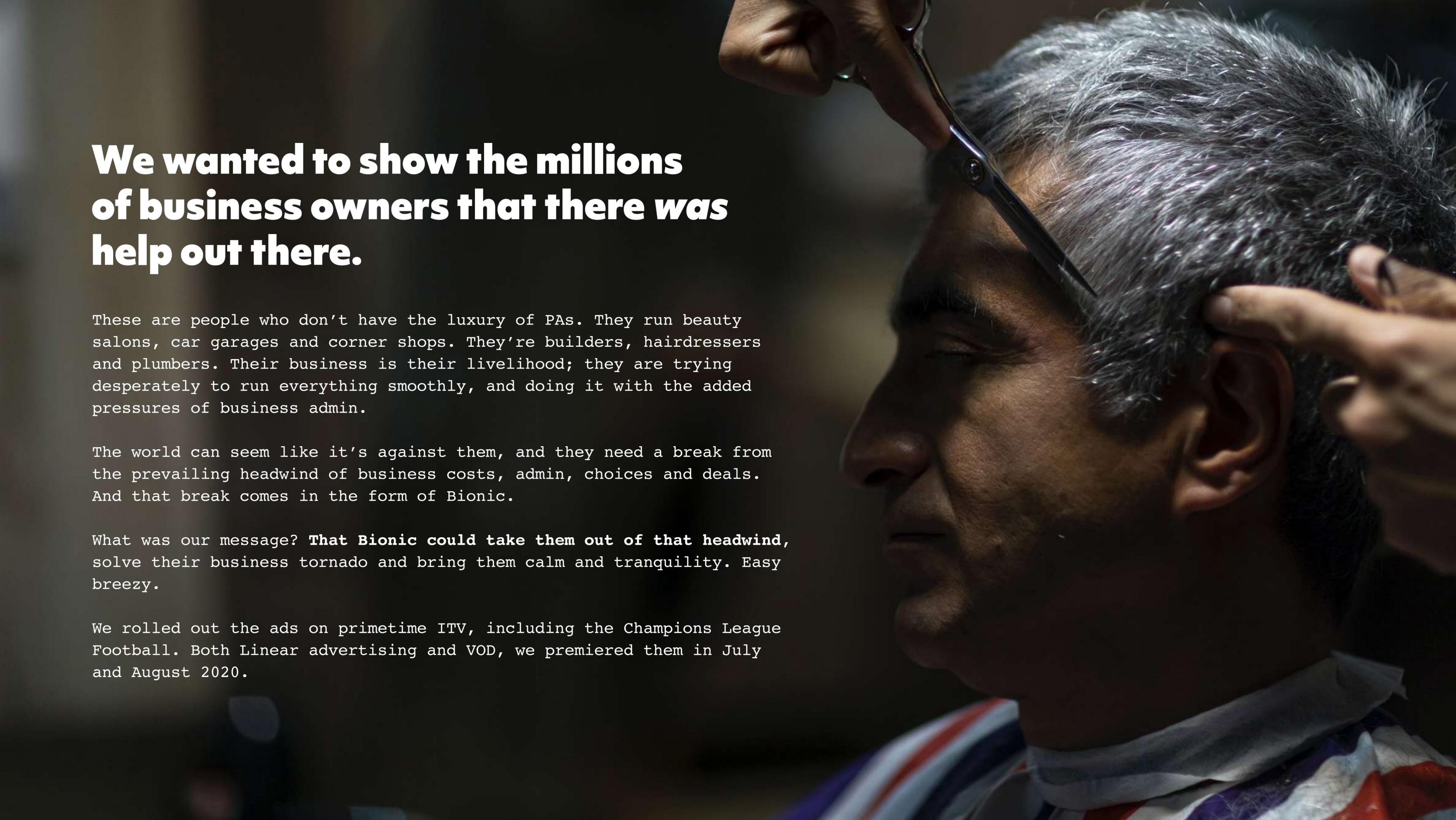
For brands who aren't currently advertising but know that they need to do something.

Bionic chose a Fiery Halo

02/ The Burn Brighter

For household names who've been advertising for years, but need a new independent firestarter spirit.

Bionic hadn't yet advertised as their new independent brand, but they knew what they wanted. Their CEO is the ex-CEO of Compare the Market, so they knew their market inside out, and were confident that TV would work for them. They were ready to pour rocket fuel into their campaign, and bring their brand to life.

A close-up, profile view of a man with grey hair being cut by a barber. The barber's hands and scissors are visible, cutting the man's hair. The man's eyes are closed, and he has a calm expression. The background is dark and out of focus.

We wanted to show the millions of business owners that there was help out there.

These are people who don't have the luxury of PAs. They run beauty salons, car garages and corner shops. They're builders, hairdressers and plumbers. Their business is their livelihood; they are trying desperately to run everything smoothly, and doing it with the added pressures of business admin.

The world can seem like it's against them, and they need a break from the prevailing headwind of business costs, admin, choices and deals. And that break comes in the form of Bionic.

What was our message? **That Bionic could take them out of that headwind,** solve their business tornado and bring them calm and tranquility. Easy breezy.

We rolled out the ads on primetime ITV, including the Champions League Football. Both Linear advertising and VOD, we premiered them in July and August 2020.

‘Taking them out of the headwind of everyday admin’ is a freaking great idea, but how the hell do you show wind that nobody else can see?

We already knew that face distortion was funny. So we fired strong winds at our business owners, making funny faces and then we hit them in the face – cups of tea, paperwork, tools, wood shavings, washing up sponges, ... you name it, we thwacked them in the face with it all.

Most business owners don't want us interrupting the footy or X-Factor with an ad about business admin, but if you make it funny, you get their attention. And the results spoke for themselves.

CLICK [HERE](#) TO SEE THE AD.



Results? Now let's blow our trumpet.

The phones at Bionic have been ringing off the hook. They've had:

More branded searches on Google

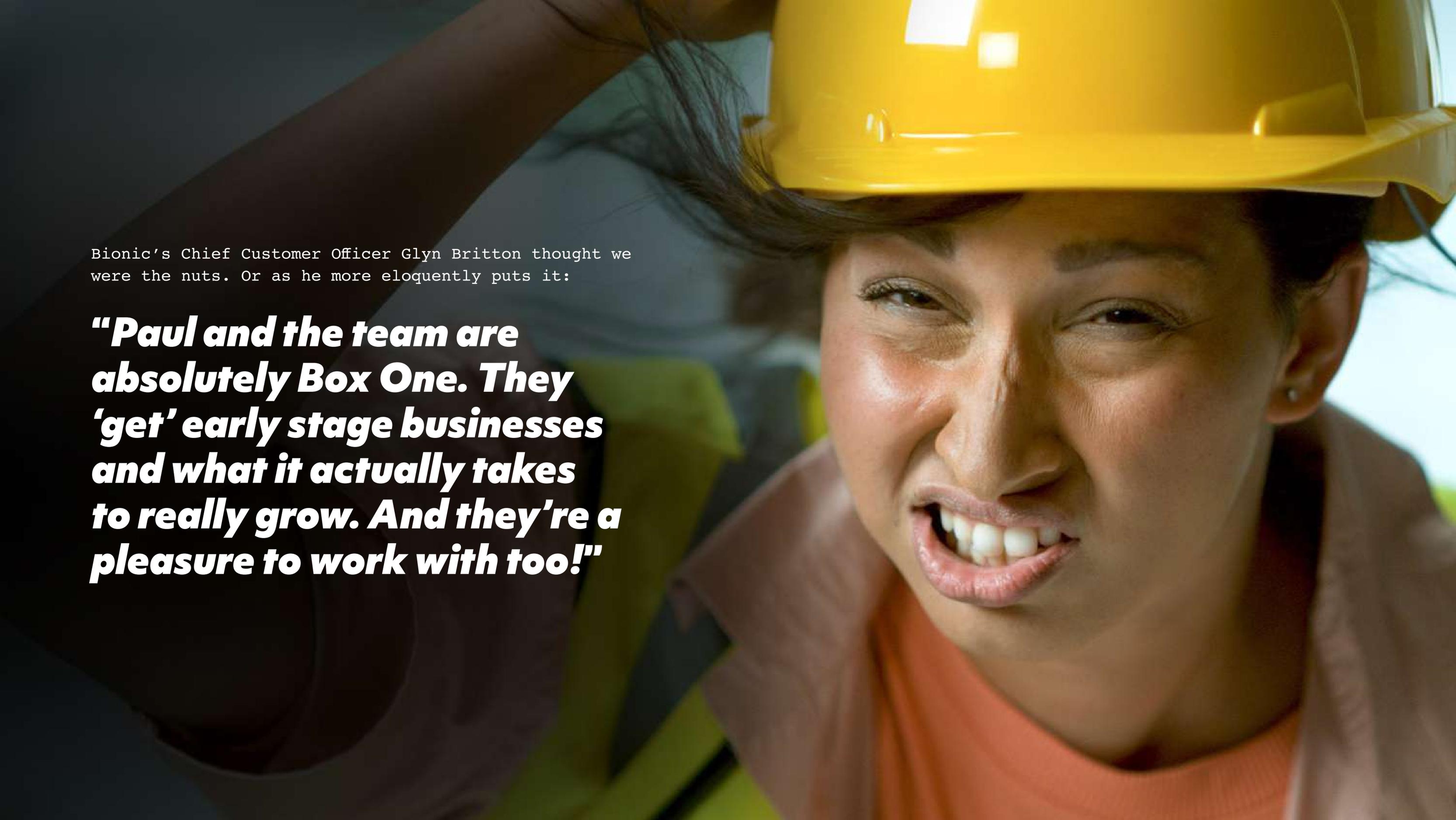
More inbound enquiries than they'd expected.

More web traffic than they'd ever had before.

And what's more, we've created a series of Brand Codes for Bionic. Brand Codes that can be brought into every campaign in the future. It's these codes, that'll be the foundation for long-term brand building each time they bang their Bionic drum. Effective.

Mellor&Smith. *Lighting a fire.*





Bionic's Chief Customer Officer Glyn Britton thought we were the nuts. Or as he more eloquently puts it:

“Paul and the team are absolutely Box One. They ‘get’ early stage businesses and what it actually takes to really grow. And they’re a pleasure to work with too!”

MELLORANDSMITH.COM



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