

CASE STUDY.

Building Brand Recognition Before, During and After Pensions UK



Festina Finance

The Challenge

Festina Finance is a highly respected and established business in Denmark and the Netherlands, with a growing profile in the UK.

2025 marked an important step in strengthening their UK presence, including exhibiting at key industry events such as the Pensions UK Conference. The brief was clear: build awareness, familiarity and momentum around the brand in a way that felt credible, engaging and distinctly Festina.

This wasn't about hard selling. It was about standing out in a busy conference environment and making sure the right people knew who Festina were before, during and after the event.



The Strategy

We treated the conference as a campaign, not just a diary date.

Our approach focused on three clear objectives:

- 1. Build recognition ahead of the event**
Introduce Festina's senior leadership team to the UK market in advance, so conversations on the stand felt warm rather than cold.
- 2. Create natural engagement at the stand**
Give delegates a reason to stop, stay and chat, without launching straight into a pitch.
- 3. Anchor creativity to brand heritage**
Festina is Danish. LEGO is Danish. Beyond geography, the LEGO concept mirrored Festina's technology: simple components, built to connect, designed to scale and last. The connection was authentic, recognisable and professional.

From this, the LEGO-led campaign took shape.

What we did

1. Pre-event social build-up

We developed a structured social media campaign in the weeks leading up to the conference, gradually introducing Festina's senior team and building familiarity ahead of the event and in advance of in-person conversations.

- AI-generated LEGO-style visuals of senior leaders
- Clear, accessible messaging focused on people, not products
- A steady cadence of posts to build anticipation ahead of the event

This approach worked. Engagement across Festina's LinkedIn content increased by over **1,700%** during the campaign period, with strong growth in profile views and post interactions from a UK-based audience.

2. Stand activation at Pensions UK

At the conference itself, Festina's stand was designed to feel welcoming and conversational.

- "Build your own LEGO miniature" activity
- A LEGO guessing competition to encourage participation
- Informal conversations while delegates built their models

The activity slowed people down, sparked curiosity and created space for relaxed, meaningful conversations. It consistently drew delegates onto the stand and helped Festina's team engage without the pressure of a traditional sales-led approach.

3. Live and reactive social Content

We supported the stand activity with live and reactive social content throughout the conference, reinforcing visibility while also supporting the competition mechanic and data capture.

- Real-time posts tied back to the LEGO theme
- Increased visibility for Festina during the event itself
- Competition-led content encouraging participation and information capture
- Content that extended the life of the conference beyond the exhibition hall

During the conference week, Festina saw a notable uplift in reach and impressions, with content performing well above their usual LinkedIn benchmarks and driving continued engagement after the event had finished.



KBPR supported us here at Festina Finance in and around the Pensions UK annual conference in Manchester. They were both critical and excellent in developing a social media campaign and associated plan that drove collateral development and timings. We were very happy with the outcome and continue to enjoy working with the excellent team at KBPR.



The Results

The campaign delivered one of Festina Finance's strongest LinkedIn performance periods to date, driven directly by the activity around the Pensions UK Conference.

Across October, Festina saw:

- **131%** increase in impressions
- **1,725%** increase in engagement rate
- **156%** increase in reactions
- **500%** increase in comments
- **100%** increase in reposts
- A **75%** increase in new followers gained compared with the previous month, demonstrating growing traction and awareness during the campaign period

Beyond the metrics, the LEGO activation translated directly into real-world engagement. The stand consistently attracted attention, increased dwell time, and supported relaxed, high-quality conversations throughout the conference.

Together, the social media campaign and stand activation ensured Festina's presence was highly visible, memorable and sustained well beyond the event itself.

Why it worked

- Creativity was rooted in Festina's brand and heritage
- Social media was used strategically, not tactically
- The campaign prioritised human connection over hard selling
- Conference activity and digital content worked together as one joined-up campaign

Summary

Breaking into and building momentum in the UK pensions market requires more than just turning up to events. It's about showing up with a clear story, a strong sense of identity and a reason for people to engage.

For Festina Finance, we built awareness step by step: introducing the team ahead of the conference, creating genuine engagement on the stand, and amplifying the experience through social media.

A creative, considered campaign that helped Festina stand out for all the right reasons.