



Undaunted



WHITE CITY  
INNOVATION  
DISTRICT

X

digipac

Success Story

## How boosted event registration success rate through social media strategy combined with achieving x2 growth of White City Innovation District with Digipac Strategy!

### EXECUTIVE SUMMARY

White City Innovation District and Undaunted hosted a JAWDROP ClimateTech event bringing together trailblazers and visionaries in the realm of climate technologies. Digipac Consultancy delivered digital marketing strategies and social media management to reach out to the right audience. Thanks to delivering the defined strategy and content, tickets sold out which lead to a x2 growth in White City Innovation District LinkedIn and Twitter channels.

### THE RESULTS

**150%**

*Increase follower numbers of White City Innovation District*

**100%**

*Event Registration Success*  
**TICKETS SOLD OUT!**

### ABOUT WHITE CITY INNOVATION DISTRICT

White City Innovation District is underpinned by the London Borough of Hammersmith & Fulham's industrial strategy, Economic Growth for Everyone, and Imperial College's new White City campus. Together, they laid the foundations for an ecosystem which has since attracted entrepreneurs and established innovators, all seeking new solutions to the world's greatest challenges.

**JAWDROP SUMMIT**

Thursday 13th July  
12:30 PM - 5:00 PM + Reception  
White City Innovation District, W12

Limited places, register NOW

UNLOCKING THE POTENTIAL OF UK CLIMATE TECH

WHITE CITY INNOVATION DISTRICT | Undaunted | DEEPTECH | IMPERIAL POLICY FORUM



## CHALLENGE

The White City Innovation District faced a challenge in connecting with its intended audience—individuals and businesses deeply engaged in climate technology. The primary objective was to engage and mobilise a significant audience, with the aim of attracting 450 registered participants, ultimately culminating in a gathering of 200 individuals at the event within a tight one-month timeline. This endeavor required strategic planning and precise execution to ensure the right message reached the correct audience effectively.

## SOLUTION

The Digipac team prepared a comprehensive event strategy for LinkedIn and Twitter channels to target the right audience for the Jawdrop event. They also worked with different stakeholders like h&f, Scale Space and Undaunted to increase registration and engagement rate within community. Building anticipation, they introduced speakers by sharing their work and articles in advance. To attract ClimateTech enthusiasts, a targeted advertising strategy was deployed.

## OUTCOME

The success of Jawdrop at the White City Innovation District resonated powerfully within the industry. Through strategic utilization of LinkedIn and X (Formerly Twitter), we fostered a dynamic and engaged community of ClimateTech enthusiasts, poised & enthusiastic to partake in the event.

**90%**

*Increased CTR*

**18K**

*Ads impressions*

**447**

*Tickets sold*



**Caterina Rigoni** ★★★★★  
Marketing Director, Scale Space



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“A heartfelt thank you to the exceptional team at Digipac for their instrumental role in our Climate Tech Event's triumph. Their strategic digital marketing expertise brought over 450 passionate participants, exceeded our targets, and amplified our impact. Collaborating with Digipac was an absolute pleasure, and we highly recommend their services to anyone aiming for success through innovation and collaboration.”