

# pura.

SUCCESS STORY

## The power of a social conscience

# Orlo

Sure, every brand wants to gain trust, build awareness and be seen as a force for good in the world, right? But few brands can say that they achieved all of this in the midst of a global pandemic - a baby in one arm and a nappy in the other!

Pura's social conscience is what sets it apart from those household names we're all familiar with, and has enabled it to really make its mark as an eco-brand. From the start, Pura has kept its core mission at the heart of all its marketing activities - across its social channels and beyond. Pura believes that no parent should have to choose between caring for their baby and caring for the planet.

A strong social presence has proved invaluable to Pura in disrupting the market, and with Orlo's help, it's able to showcase its messaging on its eco-credentials, lobby the Government for change, educate parents and build trust in the new brand. With all that in mind, Orlo's Unified Inbox helps the brand meet its 2 hour SLA - responding to *all* inbound social messages quickly while maintaining that human touch.

Pura has also turned to like-minded celebs to endorse its products, with the likes of Ashley Banjo and Gemma Atkinson flying the flag across their own socials and extending the brand's reach to new audiences. The Campaigns feature within Orlo, allows Pura to track the direct impact that these influencers are having on their social metrics and know in just a few clicks whether a campaign is resonating with its audience and is money well spent.



**353%**  
organic growth  
in Instagram  
followers



**90%**  
organic growth  
in Twitter  
engagement



**842%**  
organic growth  
in positive  
social sentiment



*"We brought Orlo onboard as Pura needed a social media management platform that would serve us from launch, as a start-up disrupting the baby care sector, right through to where we are today - ready to scale up and expand globally. Orlo enables us to manage all of Pura's digital conversations from one platform, saving a lot of time and hassle."*

Lucy Jones - Head of Social Media & Influencer Management



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