

[www.orangemediaco.co.uk](http://www.orangemediaco.co.uk)

[hello@orangemediaco.co.uk](mailto:hello@orangemediaco.co.uk)



**DadAF**

## Key Requirements

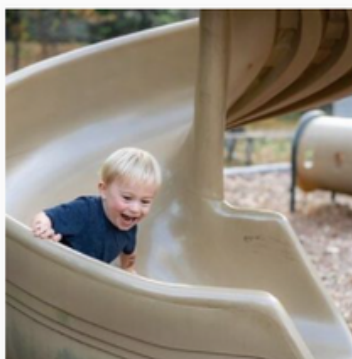
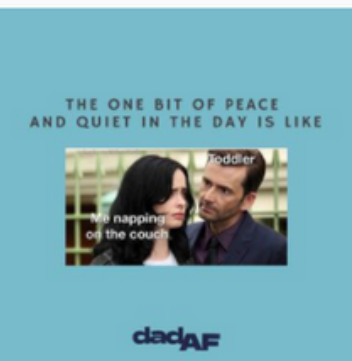
DadAF was looking to build on their diverse community of dads, and solidify their position as the #1 Dad App in the UK. Their prime goal was to increase app downloads from their desired audience.

Community growth was also crucial for their social media channels, in particular Facebook and Instagram. An engaging and educational approach to their channels was echoed in the strategy to help achieve this goal.

## Orange's Solution

The Orange team developed a full social marketing campaign on behalf of Dad AF. The campaign was designed to build, engage and convert their target audience into increased followers and audience interactions. This led to tangible app downloads whilst simultaneously building on their brand identity.

The team wanted to keep the content as diverse as possible, whilst also keeping the core elements of the brand messaging. In order for this to be achieved, we segmented the content into different themes. Having these different themes to base our content strategy around, it kept the content fresh and engaging with users



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