

TOP BOY: THE FINAL SERIES

Netflix

The Ask

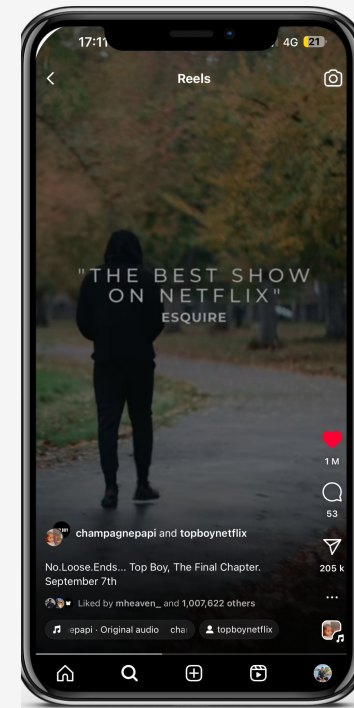
Netflix was looking for a social media agency cut from the same cultural cloth as Top Boy's characters to help it bring the UK's most loved dramas to a show stopping close for its third and final season. From here, we were tasked to create a series of social-first promo videos to be shared on the @topboynetflix Instagram account in the lead up to the Season 3 premiere.

The Campaign

Across this multi-channel campaign we created over 50 pieces of content, across feed, stories & reels to create a powerful campaign to end this iconic series, doing so in a way which truly captured & engaged both new & existing fans of the show. We used our social expertise to position content in a way that brought engagement from the likes of Drake & Lil Yachty, along with several notable TikTok trends, reposts, verified mentions and memes that saw the average engagement jump up by 138%, and average impressions jump up by 144% compared to season 2's performances.

The Results

- **52** Total posts
- **46.6M+** Impressions
- **3.5M** Engaged accounts
- **122K** New followers



Butterfly 3ffect
B3 HOUSE
Create Chaos
C. 2023

[Example 1](#)
[Example 2](#)



YOU DON'T KNOW ME... YET

Bumble

Butterfly 3ffect
B3 HOUSE
Create Chaos
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The Ask

We were tasked to create a social-first Black History Month campaign which celebrated, acknowledged and represented the uniqueness of Black British women across the UK. We not only wanted to create a campaign that would boost engagement for Bumble's social media channels but would cut through the saturated marketing associated with Black History Month by creating a wider cultural conversation.

The Approach

Looking at the stats that half of Black people in the UK do not see themselves represented in images of love in mainstream online spaces and predominantly amongst Black women, we created a dating-led take on the age-old saying of 'Don't judge a book by its cover' - entitled, "You Don't Know Me... Yet".

The campaign was centred on an impactful video, enlisting creators such as Love Island stars, Amber Gill and Whitney Adebayo, Nella Rose, and others like Shantania Beckford, and Tolly T (The Receipts Podcast) to bring this to life.

In addition to the campaign video, our approach leveraged our network of culture-shaping media publishers and influencers to amplify the campaign even further - creating content bespoke to their channel to resonate with our target audience, and encourage conversation.

The Results

- **36** Pieces of content
- **7M+** Accounts reached
- **5M+** Video views
- **£465,294** Earned media value *(not to be made public info)*



[Full video](#)

AD AGENCY? NAH. WE DON'T DO TRADITIONAL. WE'RE A CREATIVE HOUSE, LA FAMILIA, THE PROBLEM SOLVERS. WE'RE BUTTERFLY 3FFECT, HERE TO EVOLVE BRANDS AND CREATE CHAOS. CHANGING THE GAME WITH BIG IDEAS FROM LONDON, LA, TO LAGOS. WE DON'T WATCH PEOPLE, WE CREATE THINGS FOR PEOPLE TO WATCH. WE'RE HERE TO MOVE CULTURE, STATUS QUOS, MINDSETS, AND HEARTS. WE RIDE OR DIE FOR CREATIVITY TIL DEATH DO US ART. AUTHENTICITY KEEPS US GROUNDED, IT'S WHAT WE LIVE FOR WE KEEP YOU TRUE TO YOUR ROOTS AND WE STAY TRUE TO OURS. WE'RE BUILT FROM A COMMUNITY OF BEST IN CLASS CAMPAIGNS, RESULTS, AND BUZZ THAT LASTS. WE PREDICT THE TRENDS, MOVE THE NEEDLE, KNOW HOW TO GET THAT VIRALITY. WE KNOW WHAT YOU WANT, EVEN WHEN YOU DON'T AND HOW TO BRING IT TO REALITY. YOU SEE THEM OTHER AD AGENCIES; WE ARE NOT THE SAME. EVER SINCE B3 WAS BORN, NOTHING WAS THE SAME. WE COVER EACH OTHERS BACKS BUT NEVER WHO WE ARE. WE RESPECT OUR MINDS AND OUR TIME, KEEPING A LIGHT TO THAT SPARK. HE. SHE. DEM. DEY, AT B3, EVERYBODY BELONGS. SAY OUR NAMES RIGHT; YOU WON'T GET A SECOND CHANCE. TO SAY THEM WRONG. WE THINK OUTSIDE THE BOX AND WERE NEVER TO BE NICHED. IF YOU'RE NOT ON OUR B3QUENCY? YOUR LOSS, PEACE. B3 TO EXPRESS YOURSELF AUTHENTICALLY, B3 TO CHANGE, B3 TO CHALLENGE THE LOUDEST PERSON IN THE ROOM AND CHARGE IT TO THE GAME. B3 TO BE LIT AND NEVER BURN OUT, B3 FROM IMPOSTER SYNDROME, RELEASE YOURSELF OF SELF DOUBT. B3 TO BE VULNERABLE, YOUR ISSUES ARE OURS B3 TO BE HEARD, REACH NEW HEIGHTS, GO ABOVE AND GO HARD. AND FINALLY... B3 TO CREATE CHAOS, WE'RE HERE TO STAY + DISRUPT DIS TING...

