

Yard

Just Plane Wrong

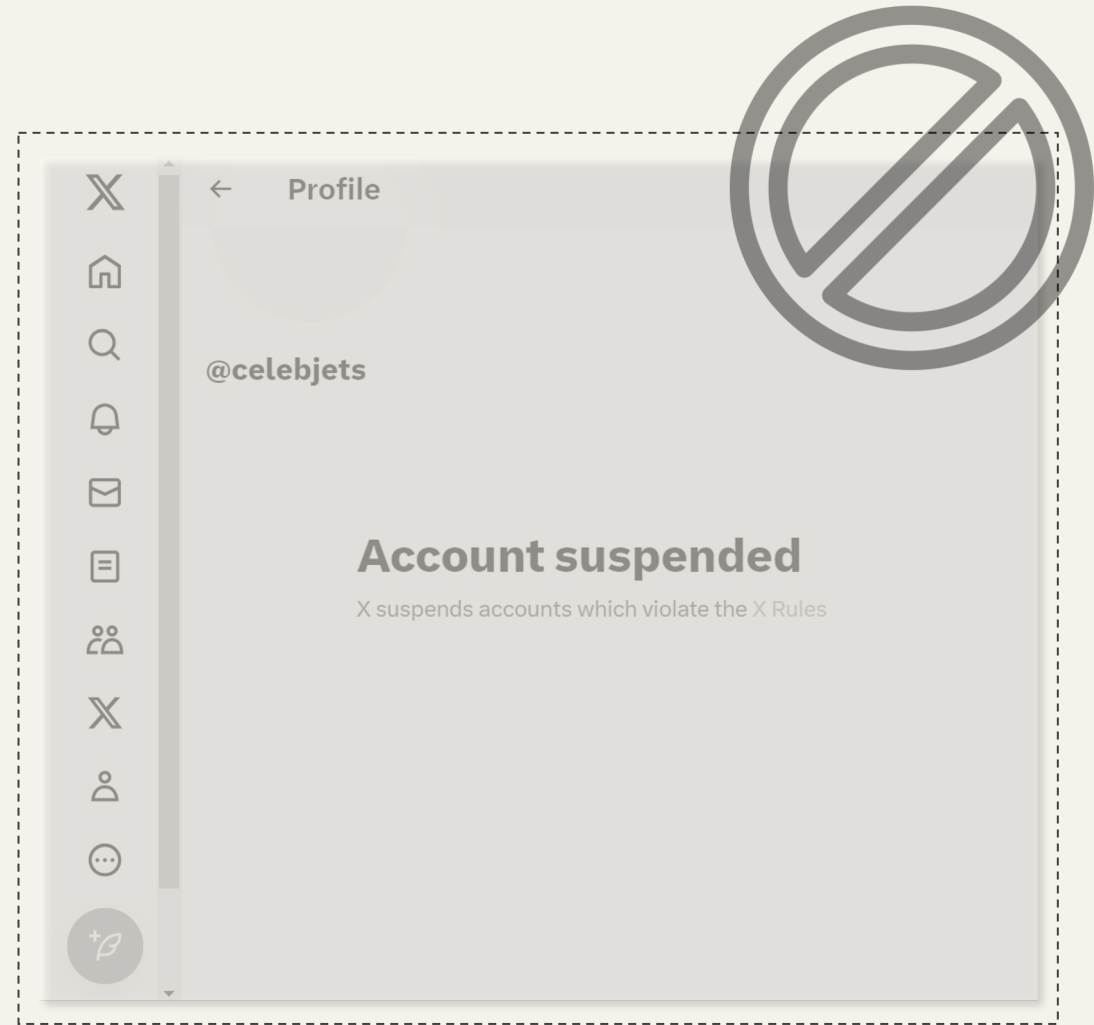


Innovation

We used our passion for robust data gathering and analysing to create a campaign that positioned Yard as a digital sustainability-driven marketing agency and ally to the sustainability sector.

Through desk research and data scraped from @CelebJets X/Twitter account, we gathered the subjects, the number of flights tracked, mileage and time spent in the air so far this year. From here we were able to calculate the 'top 10' celebrity private jet offenders and began to work out their estimated CO2 emissions.

Unfortunately, the @celebjets account has since been suspended.

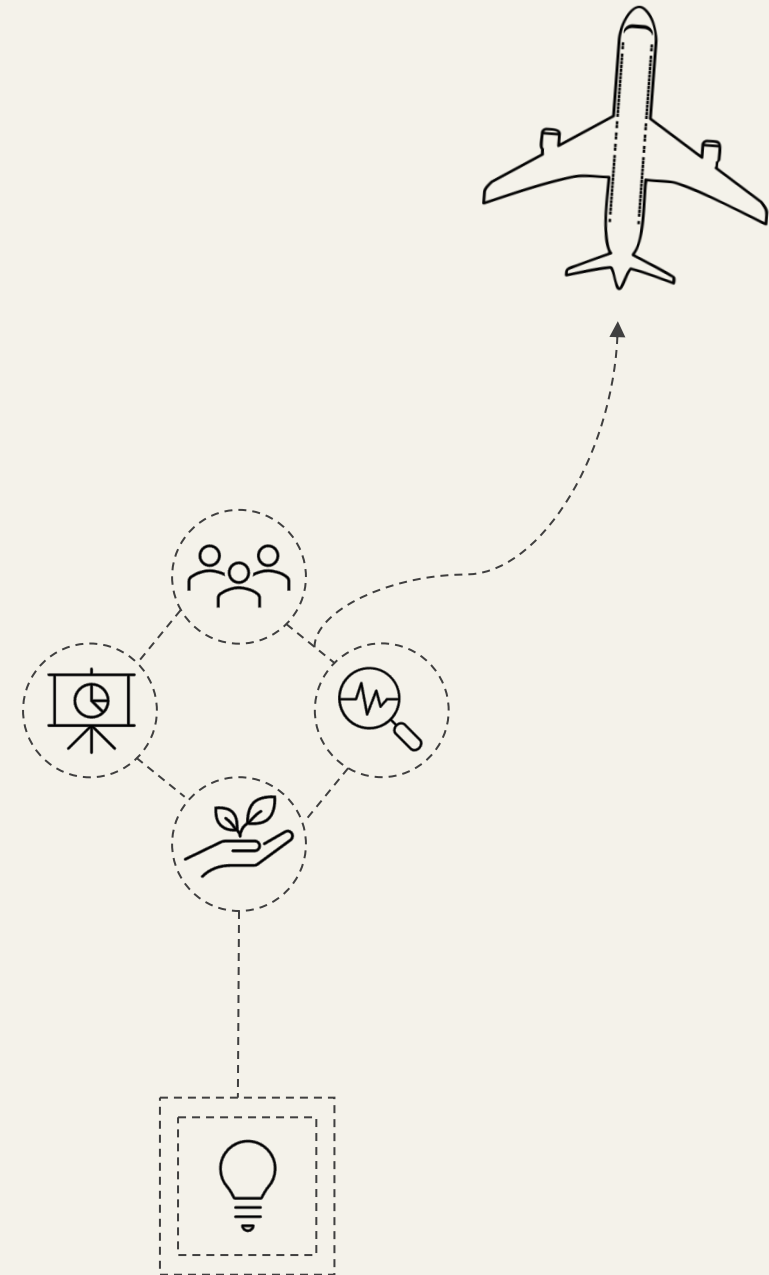


Craft

This uncovered the following key statistics:

- Celebrities' jets have emitted an average of **3376.64** tonnes of CO2 emissions in 2022... so far.
- That's **482.37** times more than the average person's annual emissions.
- Average flight times came in at just **71.77** minutes with an average of **66.92** miles travelled per flight.

We knew our key findings would connect with people emotionally, helping to propel the campaign through social media, which it did – exponentially, and continues to do so.



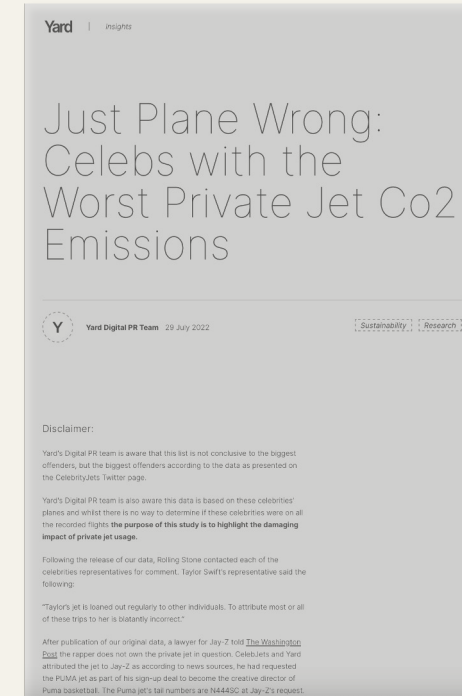
Approach

Armed with compelling findings, we formulated a winning two-pronged approach to our outreach:

Phase 1: Following up with journalists that had covered celebrity jets in the past few days with our findings

Phase 2: Pitching the story to a new range of showbiz and environmental journalists.

We created a landing page on Yard's site, which detailed our full findings, methodology and disclaimers. We carefully selected the correct URLs, headings, metatags and alt texts, ensuring our content would help improve search rankings and Yard's domain authority.



**Our objectives were
met beyond our
wildest dreams.**



Forbes

Taylor Swift Provokes Backlash And Mockery After Topping List Of Private Jet Polluters

Rolling Stone

Kylie's 17-Minute Flight Has Nothing on the 170 Trips Taylor Swift's Private Jets Took This Year

The pop star landed at number one on a new report that tries to track the carbon emissions of celebrity private jets

NEW YORK POST

Taylor Swift's jet beats out Kylie Jenner's in carbon emissions:

METRO 50

Climate change experts brand Kylie Jenner's private jet use 'grotesque' and 'destructive' but what's the real cost?

The Guardian

Taylor Swift: claims about private jet use 'blatantly incorrect', says spokesperson

THE CUT

When You Know You're a Climate Criminal

CLIMATE AND ENVIRONMENT

The Washington Post

Celebrities use private jets excessively. It's a climate nightmare.

indy100

Taylor Swift 'is celeb with highest carbon emission private jets', study finds

VOGUE

CELEBRITY / NEWS

テイラー・スウィフトの広報、プライベートジェット多用の理由を説明。

A Taylor Swift Rep Responded to Her Private Jet Controversy

GLAMOUR

BuzzFeed

The Celebrity With The Worst Private Jet CO2 Emissions Is Actually Taylor Swift And Kylie Jenner Hasn't Even Made The Top 10

While Taylor's jets placed first on the list after putting out more CO2 emissions than over 1,000 average people, Kylie Jenner didn't even make the top 10.

THE TIMES

The celebrities getting shamed for 10-minute private-jet flights

Whether it's popping to the shops or swerving rush hour, the likes of Taylor Swift and Kylie Jenner are living the high life — but at what environmental cost?

MailOnline

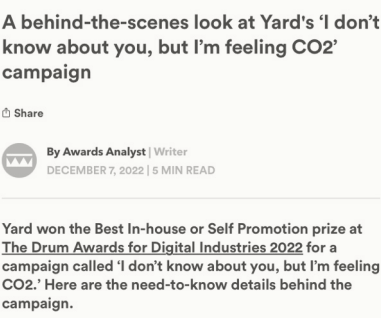
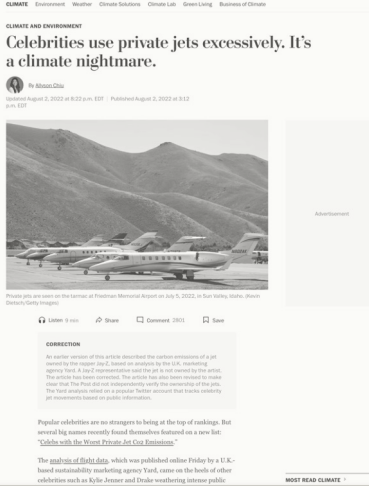
As the likes of Taylor Swift, Kylie Jenner and Kim Kardashian are named and shamed for their 'excessive' use of luxury planes... which eco-spouting celeb is the BIGGEST private jet poser?

Objective 1: Achieve 25 pieces of linked coverage

After launching in July 2022, we're currently sitting at 4,712 pieces of coverage, including 4,448 backlinks.

Our outreach targeted relevant media websites, initially securing coverage in The Tab and The Metro.

Our campaign had natural pick up in top tier publications globally, including Vogue Japan, France24, The Washington Post, and beyond.



Objective 2: Build brand awareness and position Yard as an authoritative voice in digital sustainability

Through this campaign, we've built a name for ourselves within the industry and beyond for being able to make such a huge impact through great PR. Due to the masses of coverage Yard have since been approached by various individuals and publications for comment on sustainability issues.

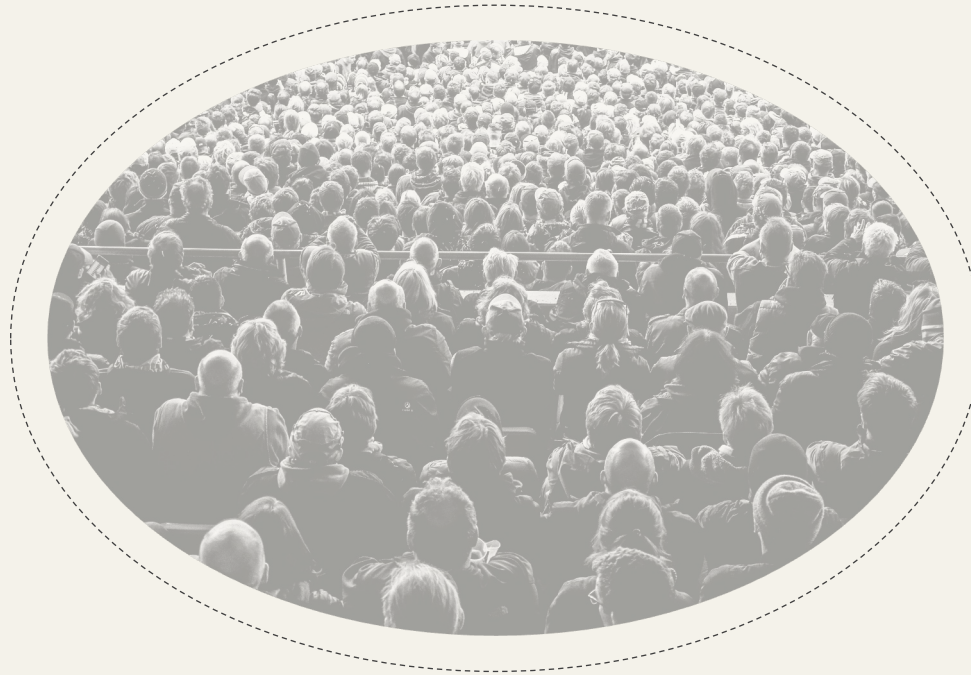
Furthermore, we secured coverage on multiple podcasts and news channels, including Fox News.

Importantly, through this campaign, Yard has positioned itself as an expert amongst our peers and within the SEO and digital marketing industry, resulting in commentary requests, speaker opportunities and job applications.



Objective 3: Increase page views by 10% YOY

YOY we saw an increase in page views, 4,343 to 40,521 (21st July - 15th August).



Objective 4: Improve Yard rankings

Our report improved Yard's ranking for the keyword "Yard" from 4th to 1st on Google – for the first time ever! We also saw the following keyword improvements:



"digital marketing agency edinburgh" from position 17 to 8



"digital marketing agency cardiff" from position 12 to 9

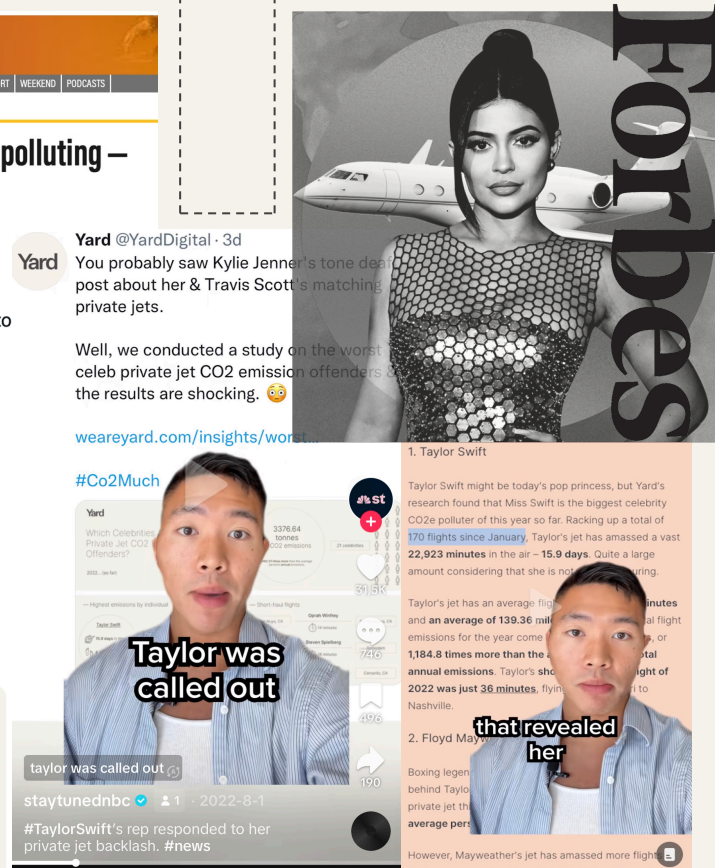
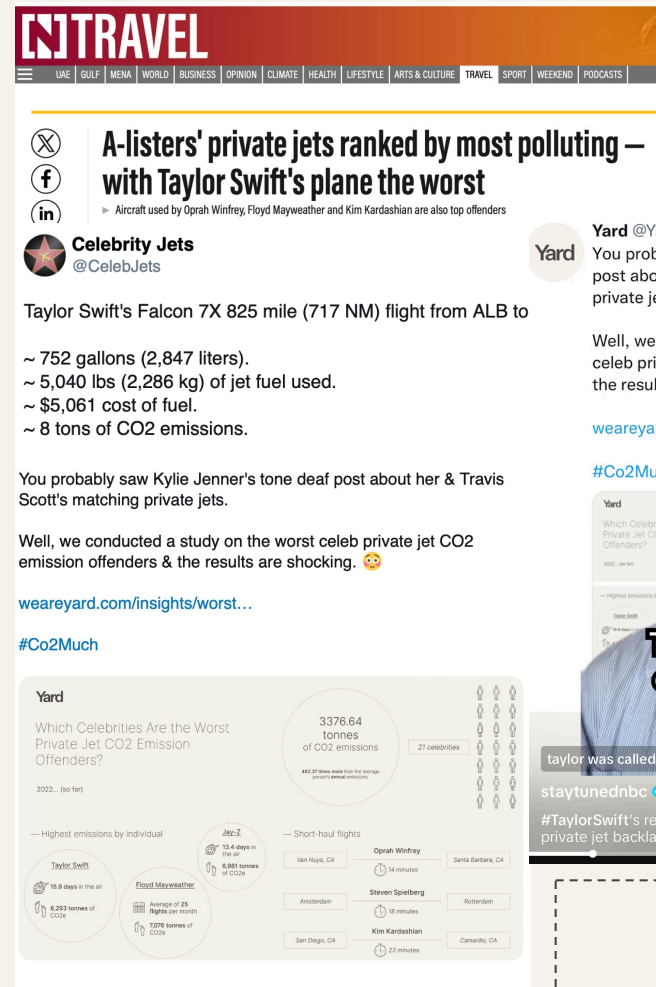


"digital marketing agency" from position 31 to 23

Objective 5: Engage the public through social media

On X/Twitter alone, our campaign spurred over 84k original posts in the first week and landed us a feature on the trending topics section.

We also found hundreds of thousands of TikToks – with engagements on these platforms alone totalling in the multi-millions.



Objective 6: Improve visibility for new business

Off the back of our campaign, Yard attracted four new business leads, including a leading recruitment firm, a price comparison website, a sustainable coffee brand, and an RFP for a leading UK high-end department store chain.

One of which has already converted to client status.



Planet

Our viral campaign added to an important conversation on a grave social issue. The level of engagement we received across various channels was truly unique: putting the subject of private jet climate impact on the lips of millions of people all over the world.

We received (and continue to receive) thousands of pieces of coverage from top publications across the globe such as Forbes, Rolling Stone, Vanity Fair and more. The scale of our coverage even prompted featured celebrities and their representatives to respond, including Taylor Swift's PR team and Jay Z's lawyer.

We've received emails from members of the public who read our research and were so compelled that they clicked through to the site and on further to our contact page to email us directly to applaud us in highlighting such an important issue.

