Citroën

CONTENT PERFORMANCE

MOST ENGAGING PIECE OF CONTENT:

@CitroënUK

❤ *1.9M VIEWS*

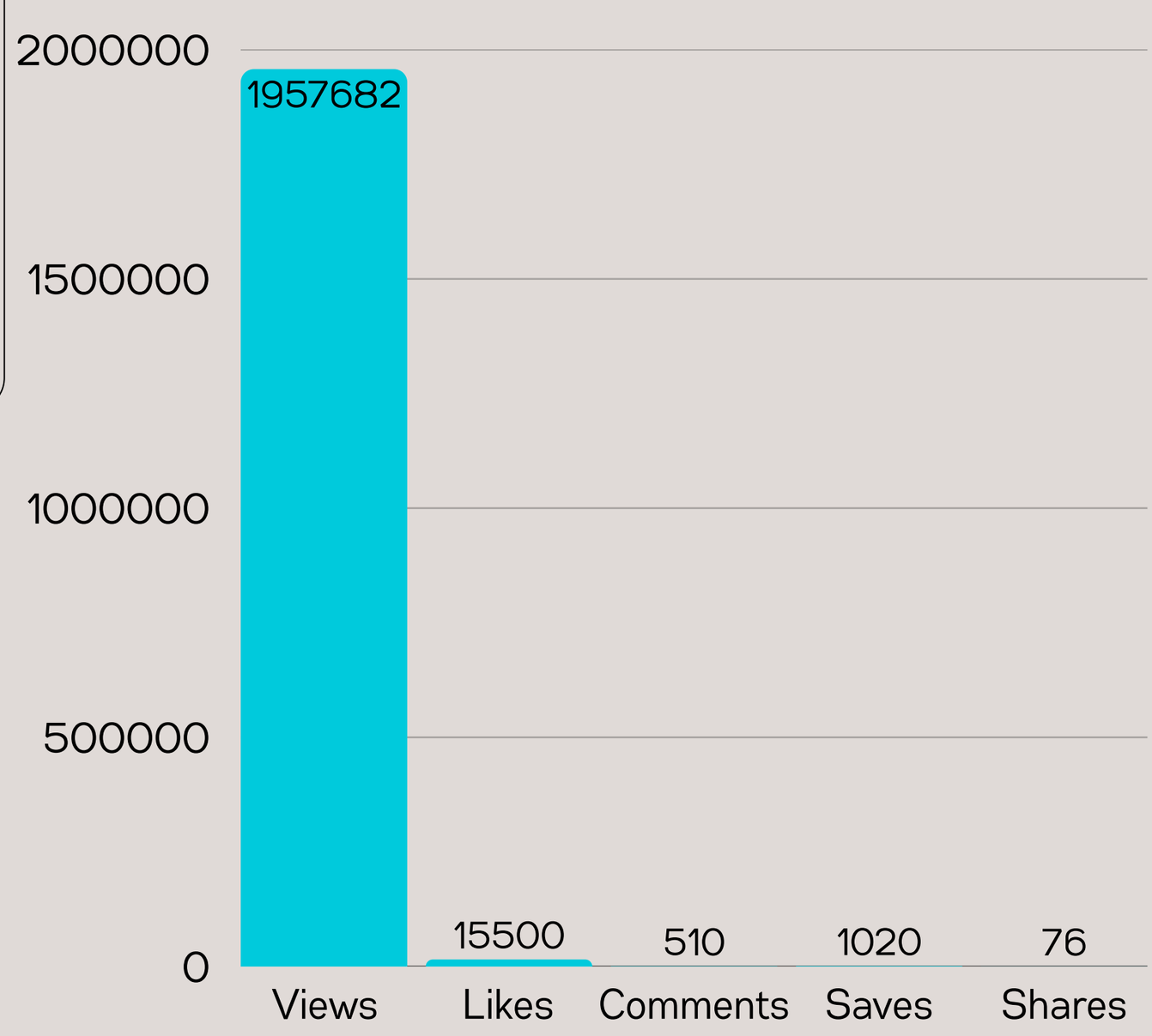
This partnership was focused on Citroën's 2026 Berlingo Van. I focused on solving 4 "DIY Dilemmas" and how when you're doing DIY you need the right van to support you and makes all the difference. The content centred around travelling to a DIY store, picking up and transporting materials, and moving furniture.

Campaign KPI priorities were:

- Increase brand awareness
- Highlight Citroën's 2026 Berlingo Van being the clear choice for a reliable, efficient and stable vehicle

Target Audience:

People that may not have considered the flexibility of a van in their day to day lives and see the benefits that having a Citroën Berlingo van can provide.



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