



Getting noticed in the creative industry

Christina & Award Experts were already quite well known offline, but while their expertise was undeniable, they suffered from a critical lack of digital visibility.



Their challenges:

Despite their impressive background, they were essentially invisible to their online audience, leading to stagnant engagement and a lack of consistent awareness. In a niche as competitive as the awards industry, they were struggling with targeting and an absence of marketing systems that could nurture existing clients or attract new high-quality leads.



Christina Liessem  · Following
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The Good, the Bad & the Ugly: Lessons from Cannes Lions 2025

Christina Liessem



Working with RealView over the past six months has been an absolute pleasure. The team was not only professional and reliable but also incredibly friendly and easy to collaborate with. They consistently brought smart, creative ideas to the table, went above and beyond and weren't afraid to think outside the box when it came to shaping my personal and my company's LinkedIn presence. I really appreciated their strategic guidance paired with a personal touch. Highly recommend to anyone looking to elevate their profile.

Christina Liessem, Founder of Award Experts



The Real View Marketing multi-phase approach:

- Discovery & Strategic Audit:** We deep-dived into their existing presence to identify why they weren't resonating with their target audience. This included sharpening their messaging and positioning for their Ideal Customer Profile (ICP).
- LinkedIn Profile Lift:** We optimised their personal and company profiles, transforming them from static CVs into high-converting landing pages.
- Consistent Execution:** We launched a weekly content plan featuring thought leadership and valuable industry insights, which we managed through the client's account.
- The Webinar Event:** We designed and executed a high-impact online webinar to gather the right decision-makers in one space and generate momentum for 2026 Cannes Lions.
- Continuous Optimisation:** Weekly and monthly analytical reviews ensured the strategy was constantly refined based on real data.

The Results

Visibility Skyrocketed

Awards Experts now has an engagement rate of 12.5%, more than double the typical benchmark for company pages. Additionally, impressions increased by 790% and engagement reached an increase of over 1,000%.

Authority Established

The two profiles generated over 1,000 reactions and 100 comments from key industry individuals.

Targeted Reach

Christina gained 250 new followers, taking the total network to over 2,500, with 52% being of a senior title and/or within the Advertising Services industry.

Pipeline Generation

The webinar attracted 30 targeted ICP sign-ups, leading to numerous high-value post-event conversations supported by our outreach efforts.