

Best use of integrated communication measurement/research

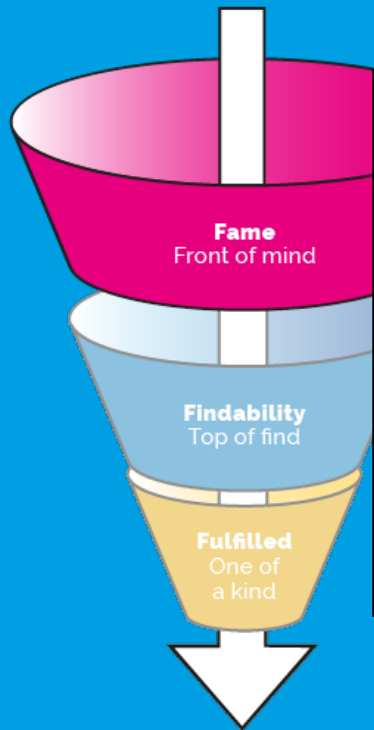
The Cash Conversation

Supporting financial health for young accountants



BOTTLE & caba:

Campaign Activity & Results Overview



Paid:
191.8k total impressions

Earned:
19 pieces of PR coverage

Shared:
7.32% average engagement rate

Owned:
459% increase in site traffic
552 podcast downloads

Value Impact:
82% increase in financial assistance care cases

Paid

ICAEW Students
2,598 followers
4mo · 🌐

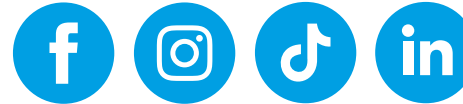
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caba launched a brand-new podcast series - The Cash Conversation, dedicated to help young accountants navigate their financial worries. Each episode focuses a different topic, ranging from how to maximise budgets, navigate savings accounts and deal with financial stress and debt.

#icaewStudents #caba



caba podcast series



Earned



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Podnews · Press Releases · caba launches new financial health podcast for young accountants



caba launches new financial health podcast for young accountants

PRESS RELEASE - via Bottle - 22 September 2023

caba, the occupational charity supporting ICAEW chartered accountants and ACA students, has today launched a new financial health podcast series, *The Cash Conversation*, aimed at young accountants looking to get on top of their personal finances.

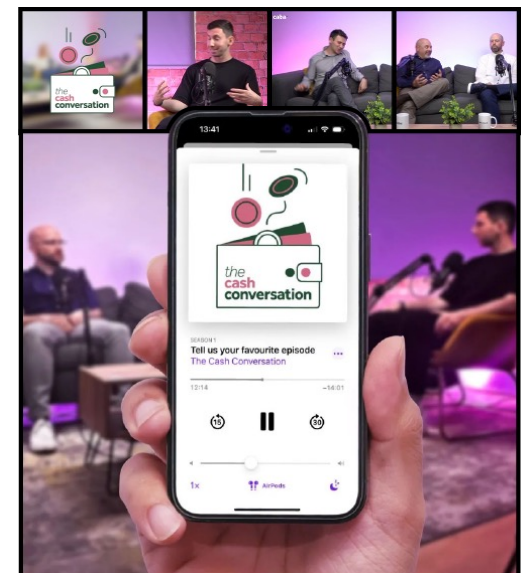
It forms part of a wider financial health campaign for young accountants, which includes online help content and tools from its financial experts.



Shared



Owned



BOTTLE & caba: