



## CASE STUDY...

### REACHING BEYOND THE ALGORITHM: HOW GORILLA CONSULTING'S MARKETING STYLE DRIVES REAL-WORLD GROWTH

#### EXECUTIVE SUMMARY

In a landscape inundated with digital noise and fleeting trends, Gorilla Consulting provides a marketing approach rooted in strategic clarity, generational insight, and creative authenticity.

By blending traditional media with an inclusive, platform-agnostic social presence, businesses working with Gorilla Consulting are experiencing consistent year-on-year growth, driven not just by impressions but also by meaningful engagement and revenue. This paper examines a case study of one such transformation, documenting the evolution of a local enterprise from a Facebook-centric operation to a multi-channel brand deeply embedded in its community, far exceeding expectations.

#### THE MARKETING QUESTION: "IS IT WORKING?"

In Summer 2022, an intern's media research revealed a generational split in platform preferences from newspapers and radio to Instagram and TikTok. This insight prompted a complete re-evaluation of marketing strategy, shifting from reliance on Facebook to a broader, inclusive approach across:

- Facebook
- Instagram
- TikTok
- LinkedIn
- YouTube
- Local radio
- Other Media

(Including a valiant attempt at bus advertising - spoiler: not every risk pays off)

With Gorilla Consulting at the helm, the brand embraced both growth and experimentation while anchoring its message in sustainability, reuse, and community-led action.



## THE PLAN

### Multi-Channel Activation:

Gorilla Consulting expanded the brand's presence across digital platforms, creating tailored, high-impact content including short-form reels, schedule-based live videos ("Wednesday Walkabout"), constant visual storytelling, graffiti walls, new signage, and dynamic brand colours.

### The #ReuseRevolution:

Positioned as the central mantra, the #ReuseRevolution wasn't just branding; it was ideology. It shaped messaging, content themes, product promotions, and public-facing signage. This strategy brought the brand's sustainability commitment to life.

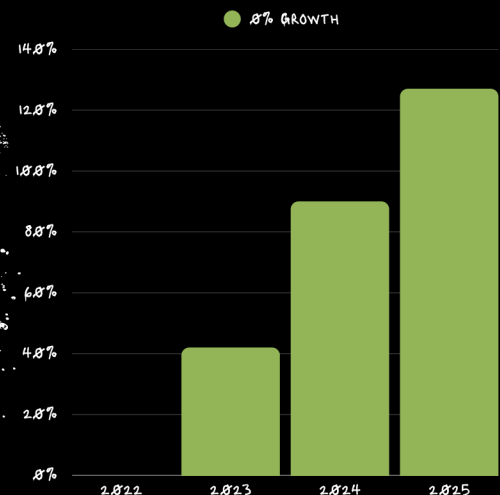
### Community Storytelling:

Live, unscripted weekly 30-minute broadcasts like 'Wednesday Walkabout with Dan & Jason' created consistent engagement while humanising the brand. The broadcasts became a catalyst for spontaneous visits and record-breaking sales days.

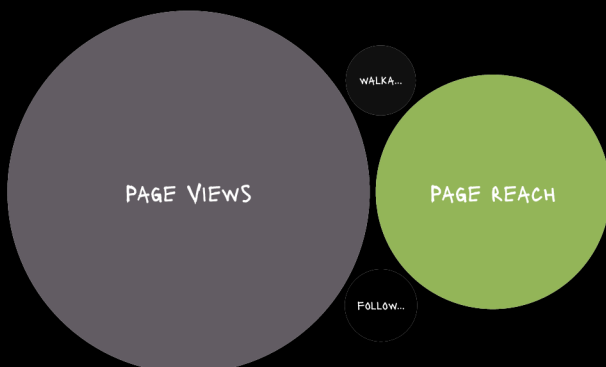
## RESULTS THAT SPEAK LOUDER THAN AD SPEND

### Revenue Growth:

|      | % Growth since 2022 |
|------|---------------------|
| 2022 | 0%                  |
| 2023 | 42%                 |
| 2024 | 90%                 |
| 2025 | 127%                |



The 2026 goal was achieved in 2024, two years ahead of schedule.



### Facebook Impact:

- Followers: Grown to over 22k (at time of writing this) Up by 48%
- 90-day Reach: Up to 1.4M Up by 380k %
- 90-day Views: 4M Up by 26.5k %
- Weekly Wednesday Walkabout views: 17,500+

## Other Platforms:

- Instagram Views: 280k
- TikTok & YouTube: Building steadily from zero
- LinkedIn Views: 3,000
- X (Twitter): Over 1,100 tweets sent and counting

## BEYOND METRICS: WHY IT WORKS

- 1. Human-Centric:** Gorilla Consulting treats audiences as people, not data points.
- 2. Flexible Content:** From reels to radio, the brand adapts tone and format per platform.
- 3. Community Trust:** Consistency, relatability, and service-led messaging build loyalty.
- 4. Sustainable Storytelling:** The Reuse Revolution adds purpose, not just polish.

One of the biggest wins? The team genuinely owning the brand strategy. It's something they've rallied around, shaped, and made part of how they work. You can feel the pride. That's what happens when people believe in what they're building and back it up with action.

## Growing the Offer, Growing the Impact

KFR isn't just a furniture reuse charity, it's a constantly evolving hub of community support.



Over the past year, we've expanded our offer in ways that reflect both local need and creative thinking. From carpet tiles and willow products to house clearances and new partnerships, such as the FCC reuse shop, we've widened the net without losing sight of our core mission: helping people live better with less waste.

Special projects, such as N2S (Need to Succeed) and the Reuse Shop, have added new layers of impact, supporting individuals in crisis, offering training opportunities, and keeping valuable goods in circulation. These aren't bolt-ons; they're part of a bigger picture where reuse meets dignity, and sustainability meets social care.



## Reaching Every Generation

We've also sharpened our communication. Thanks to insights from Ellie's report, we've embraced a multi-channel media strategy that meets people where they are. For Boomers, that means local newspapers, radio, and a bit of Facebook. For younger audiences, we're leaning into TikTok, Instagram, and walkabout-style video content that shows the real, unfiltered KFR experience.

We're not trying to be flashy, we're trying to be visible. Whether it's a shoutout on BBC Wiltshire, a tagged post from a volunteer, or a cheeky TikTok tour of "Bed World," we're making sure every segment of our community sees themselves reflected in what we do

## CONCLUSION

### **Yes, it's working.**

Gorilla Consulting's marketing ethos has helped this brand break annual revenue targets, smash single-day sales records, and become a local symbol of progress, sustainability, and connection. But beyond the numbers lies the deeper truth: people aren't responding to polished perfection; they're engaging with realness.

Realness that starts inside the organisation. Staff haven't just embraced the KFR brand, they've helped shape it. The team engages with the messaging, shares it confidently, and takes genuine pride in being part of something that reflects their values. It's not about scripted lines or corporate gloss it's about ownership, authenticity, and a shared belief in what KFR stands for.

### **This is marketing with personality.**

It's irreverent when needed, informal when appropriate, and unapologetically human.

Gorilla Consulting doesn't just push product; it builds trust through humour, consistency, and storytelling that feels lived, not scripted.

From live walkabouts to graffiti walls, it's clear that this approach resonates not just with algorithms, but with actual humans. In a world where we're all bombarded by digital content, scrolling past ads, skipping videos, tuning out the noise this is different. It cuts through. Because it's not just content, it's connection. And that's why it works.

## THE EVIDENCE?

**RECORD ENGAGEMENT.**

**A REACH THAT SPANS GENERATIONS AND PLATFORMS.**

**SPONTANEOUS SALES SPIKES AFTER LIVESTREAMS.**

**A MANTRA, '#REUSEREVOLUTION,' THAT ISN'T JUST CATCHY, BUT CULTURALLY ROOTED.**

It is a movement, and the younger generation is very much into reuse, and the older generations are into preserving and recycling what they have.

KFR's growth isn't just anecdotal; it's visible, measurable, and consistent. One of the clearest indicators is the frequency of content. From weekly short-form videos to the now-legendary Wednesday Walkabout, we've established a rhythm that keeps the brand at the forefront of people's minds. These aren't random uploads, they're part of a standard calendar of events that balances spontaneity with structure, ensuring we speak to different audiences in ways that resonate.

That approach has helped KFR evolve from a local name to a regional presence, with growing recognition in places like Swindon, Salisbury, and beyond. We're not just showing up, we're being sought out. Whether it's a shoutout on local radio, a tagged post from a community partner, or a new customer walking in from 30 miles away, the reach is real.

And it's not just shoppers who notice. KFR is now recognised by other service organisations, including VAS and the Salvation Army, as a charity that makes a tangible difference. That credibility spans sectors: corporate, voluntary, and individual. The brand stands for something, and people across Wiltshire are engaging with it not because it's polished, but because it's purposeful, consistent, and human.

Gorilla Consulting proves that business growth doesn't come from following the crowd, but by embracing what makes your brand different and telling that story boldly, honestly, and often.

### **Postscript: From Devizes to Swindon - Scaling the Story**

Since the conclusion of this case study, KFR is expanding into Swindon, leveraging its established brand recognition in Devizes to quickly gain credibility and community support.

This is more than growth; it's meaningful scaling.

A future article will detail how Gorilla Consulting will ensure KFR maintains consistent branding while tailoring messaging and campaigns to each location. Effective scaling is not about replication but about adapting to local needs.