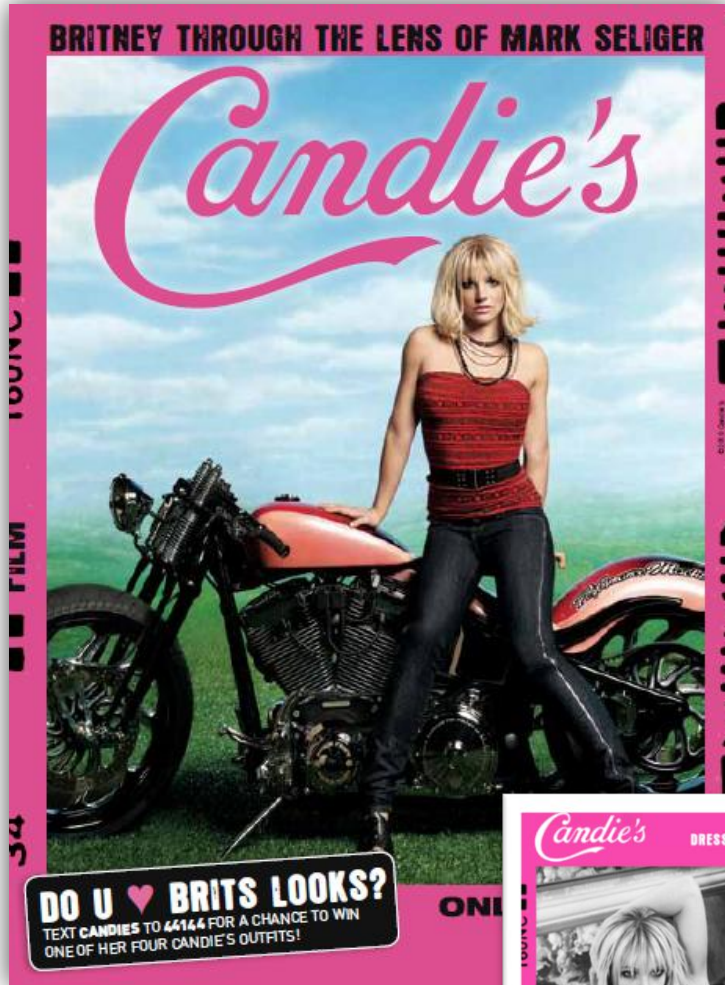


Britney Case Study

Do U ♥ Brits Looks?



Challenge

How do you leverage the passion for Britney Spears AND Candies line of products? And grow our opt-in list of brand loyalists?

Concept

Enable fans to engage w/Candies via text message! We created a simple 'Text to Win' promotion. Text CANDIES to 44144 for a chance to win Brit's look and MORECANDIES to opt-in for exclusive offers.

Support

Primary awareness was driven by print advertisements in National Magazines (e.g. Seventeen). Also, an exhaustive Social Media campaign supported this (Facebook, Twitter, etc.).

Results

Amazing response (3k opt-ins entries before it started) & an opt-in rate over 20% for future mobile offers from Candies.

