



## Objective

- Translate the live excitement of Mark Salling's (from *Glee*) record release party to the online universe
- Activate *Glee* Fans and Entertainment/Gossip Bloggers to spread the word
- Bring Brand Message back to Blackberry BBM along with exclusive Celebrity images

## Strategies

- Drive influential bloggers to attend the event
- Offer reader giveaways to influential bloggers
- BBM instant messaging was incorporated into the event (live games and contests), and was part of the brand promotion pitch to bloggers
- Follow up with exclusive images of celebrity attendance to bloggers

## Results

- 42+ million direct blog impressions
- 90 million blog impressions created via organic pass-along
- Bloggers' coverage included celebrity and *Glee* pitch angles, plus info about how BBM functionality was incorporated into the event

## Agency Partner



## Campaign

BBM Lounge – Mark Salling (*Glee*)  
Record Release Party

## Target

Glee Fans,  
Entertainment/Gossip

## Campaign Duration

Four Weeks

