



AGENCY PARTNER

DeVries PR

CLIENT

Clairol Professional

CAMPAIGN

Gray to Gorgeous Challenge

TARGET

African-American hair & beauty

CAMPAIGN DURATION

Three Weeks

OBJECTIVES

- Introduce and position new product line, Beautiful Collection Advanced Gray Solution, as the new and moisturizing go-to dye for AA women who chemically relax and color, same day
- Promote consumer trial via Gray To Gorgeous Challenge, focusing on transformational qualities and prizing
- Field consumer shade preferences
- Gain respect and credibility amongst thought-leaders within target

WEEKLY STRATEGY

Week 1

• **Recognizing Thought-Leaders**

Found and created an ongoing dialogue with key influencers – primarily bloggers – first as they hold most social capital within target. All questions about new product line were escalated up to client for immediate and transparent answer.

• **Product Giveaways**

Incentivized coverage by providing thought-leaders with product to review and/or giveaway to readers. Giveaways most often asked readers to comment their favorite AGS shade helping to field consumer shade preferences.

Week 2

• **What's Buzz-worthy?**

Used thought-leader response to garner which talking points carried most weight and stressed those for broader consumer outreach

• **Mass Consumer Outreach**

Reached out to active members within Facebook, MySpace and Ning and provided samples where there was interest

Week 3

• **Community Building**

Revisited all traction received during the campaign to maintain conversation, promote sample usage and entry into Challenge

RESULTS

- **Created 178M+ campaign impressions within small niche target; 88% were unique**
- **110 campaign posts within the blogosphere, Facebook, MySpace and Ning**
- **Client noticed considerable boost in challenge entries**
- **Created lasting rolodex of online thought-leaders for future campaigns**
- **Provided insight into what resonated most strongly with consumers, from talking points to shade preferences, for future marketing/PR push**

