



Objective

To create buzz about and promote the *My Perfect Summer Getaway Sweeps Tab* within the blogosphere.

Strategy

As a retailer offering versatile, accessible and affordable fashion with undeniably feminine appeal, special and unexpected details and a great fit, LOFT invited the online community to be a part of their Summer Style Event and “My Perfect Summer Getaway” Sweepstakes. With many bloggers being existing fans of the brand already, the campaign empowered bloggers to become personally invested in LOFT through gift card incentives and offering appealing sales and giveaways. As well as sharing a compelling Sweeps with their readers.

Client

LOFT

Campaign

*My Perfect Summer Getaway
Facebook Sweeps*

Target

*Fashionistas, Moms, Women,
Teachers*

Campaign Duration

Four Weeks

Gift Card Giveaways

Promotional Gift Cards were offered to bloggers willing to host a give-away Sweepstakes within a post centering on the Sweeps.

Facilitate Chatter

We leveraged the compelling Sweeps to spark Blog coverage (no Pay-Per-Post!), organic Twitter posts, activated targeted Social Networking groups, etc.

Measure Coverage

We measured the coverage we sparked using Compete/Quantcast, Radian6 and logging posts and views. We also logged sentiment, how certain assets performed, highlights of coverage, etc.

Results

- Created 4.5+ Million campaign impressions
- 177K Sweeps Entries
- 65K New Facebook “Likes”
- 500+ Campaign Posts

