

INTRODUCING  
**bareMinerals**  
**SKINCARE**



**Client**

**BARE ESSENTUALS\***

**Campaign**

*bareMinerals Skincare Launch*

**Target**

*Health & Beauty, Moms*

**Campaign Duration**

Six (6) weeks

**Objectives**

- Introduce Bare Escentuals' new bareMinerals skincare line to the blogosphere
- Encourage product trial via reviews and blogger giveaways
- Have bloggers and their readers interact with bareMinerals, mingling their personal stories with client branding

**Strategies**

**Strategic Influencer Outreach:** Reached out to influential bloggers within the beauty and mom blog communities, inviting them to try the new bareMinerals skincare line themselves. Also optioned product to giveaway to readers.



**Results**

- **10MM+ impressions on Blogs (7MM+) and Twitter (3MM+)**
- **Sparked enthusiastic blog reviews and recommendations**
- **348 total blog posts, generating over 12K+ comments**
- **Significant measurable Pass-along posts**
- **bMSkincare took a majority share of chatter within social media compared to competitors**

