

Campaign

Holiday 2010 push for new HX2 skate shoes and Nano board

Target

HX2 –

- Moms

Nano –

- Teens and Tweens
- Skateboarding
- Snowboarding
- Extreme Sport Enthusiasts
- Gadget enthusiasts
- Moms

Campaign Duration

8 Weeks



Objectives

- Create awareness of new Heelys products just in time for the holiday shopping season
- Position Heelys products as a fun yet safe way to play, anywhere and anytime
 - Promote helmet and pad use; deflect safety concerns
- Encourage pass-along of Heelys commercials (via embedded YouTube videos)
- Promote interactive Heelys/skateboarding video game to kids

Strategies

Sampling Program

We provided samples of HX2 and Nano for qualified bloggers to review and/or give away to readers. Many giveaways crossed over onto Twitter as bloggers asked their readers to tweet for a chance to win.

Samples for review also gave bloggers the opportunity to include personal photos and videos of the product in their posts, creating additional exclusivity surrounding the program.

Social Seeding

Posted info about new products to highly-targeted groups and fan pages within Facebook and Message boards, including link to commercials.

Results

- 5MM+ cumulative impressions across all channels reached
- Saw a 243% SEO lift (increase in number of Google search results surrounding Nano and HX2) after campaign ended
- Due to giveaways, Twitter mentions accounted for 57% of overall placement
- Sampling Program resulted in multiple blog postings from participating bloggers, all generating plentiful comments from readers. Blog posts included reviews, giveaways, and informative posts about Heelys video game.

