

# COVERGIRL®



## Agency Partner



## Campaign

USA Gymnastics COVERGIRL/Secret  
*Chalk Full of Beauty Sweepstakes*

## Target

Teen girls; 13-25  
Moms of Teens

## Campaign Duration

Four Weeks

## Objectives

- Drive entries to the *Chalk Full of Beauty Sweepstakes*
- Leverage Nastia Liukin's involvement with campaign

## Strategies

### Segmented Blogger Outreach

In addition to our primary target of Gymnastics-focused blogs, we reached out to bloggers of various verticals with customized campaign information, leveraging various campaign aspects dependent on each blog's target readership.

**Celebrity** - Leveraged Nastia Liukin's involvement with the campaign and earned placement on teen-focused entertainment blogs.

**Beauty** - COVERGIRL and Secret's sponsorship of sweepstakes prizes was buzzworthy for beauty bloggers.

**Mom** - Leveraged influence of Mom bloggers to increase reach of campaign material and initiate "trickle-down" effect to teens.

### Social Network Seeding

Distributed campaign materials within gymnastics and beauty focused groups in Facebook, MySpace, and forums, engaging with teens using age-appropriate language.

## Results

- Our efforts created 3+ million campaign impressions
- Reached an additional 12+ million impressions through organic placement
- Leverage 10,000 entries to sweepstakes
- Created 477 campaign posts surrounding *Chalk Full of Beauty Sweepstakes*
- Reached 500+ individuals through creator & key-influencer outreach

