



Agency Partner



Campaign

Sugar Free Ring Pop

Target

Moms

Campaign Duration

Four Weeks



Objectives

- Build awareness of Sugar Free Ring Pops
- Drive sales, let bloggers know that Sugar Free Ring Pop is available at Wal-Mart

Strategies

Mommy Blogger Outreach and Sampling

We utilized broad outreach to moms with younger children, offering samples for review

Message Board Seeding

Started engaging threads about Sugar Free Ring Pops, asking moms to give feedback about candy, particularly sugar free varieties

Social Network Seeding

Distributed campaign materials within Mom-focused groups in Facebook and forums

Results

- Created 5.5+ million campaign impressions
- Moms reacted very enthusiastically to product sampling, providing excellent reviews
- Over 350 campaign placements
- Measured positive sentiment about Ring Pops
- Many bloggers covered Ring Pops several times, via reviews AND giveaways. Giveaways organically set up a series of blog postings, as many bloggers reveal giveaways first, then post additional times to remind readers to enter and/or announce giveaway winners.

