



Objective

Drive traffic to KissMeIn3D.com, Crest Whitestrips Advanced Seal product launch site

Strategies

Primary campaign efforts were focused upon capitalizing on established buzz surrounding the *Monsters vs. Aliens* 3D Super Bowl commercial, and the 3D television broadcast of *Chuck* on NBC, taking advantage of consumer excitement around InTru3D technology, and driving them to KissMeIn3D.com, and interactive, 3D experience. Secondary campaign efforts were centered around creating awareness of Crest Whitestrips' new "Advanced Seal" technology within the beauty community and leveraging that knowledge as a vehicle for driving traffic to KissMeIn3D.com.

Client

DeVries PR

Campaign

KissMeIn3D.com – Crest Whitestrips Advanced Seal product launch

Target

3D TV Commercial viewers
Beauty product enthusiasts

Campaign Duration

Two Weeks

Building Upon Established Buzz

Posted content where users were already discussing InTru3D technology, as well as sought out blog placement within sites that had covered the technology prior to the Super Bowl.

Product Give-Away

Pitched key beauty bloggers, and social network group creators, offering them an opportunity to give-away packages of Crest Whitestrips Advanced Seal to readers who shared their experience with KissMeIn3D.com.

Interactive Engagement

Created Twitter accounts for KissMeIn3D's characters, Fernando and Olivia, to further emphasize upon the interactive experience of the site.

Results

- Site traffic to KissMeIn3D.com peaked at around 68,000* unique monthly visitors during the campaign
- 730k+ unique impressions were created by way of prominent blog placement and community engagement
- Reached 373 sites/groups with campaign material

*statistic via Compete.com (<http://siteanalytics.compete.com/kissmein3d.com/>)



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jonathan@americanpopdigital.com | www.americanpopdigital.com | (818) 840-1040