



Agency Partner



Campaign

Hollywood Tans' 2010 Season Premiere Event: Tan for Free
March 6, 2010

Target

Women 18-34

Campaign Duration

1 Week



Objective

- Establish substantial buzz surrounding 2010 Premiere Event and Free Tan Opportunity at Hollywood Tans salons

Strategies

"Post-Ready" Blogger Outreach & SMR Distribution

Due to the time-sensitive nature of campaign material we distributed full assets and the link to our social media release within initial outreach to decrease placement turn-around time.

Social Network Saturation

Both topical and DMA-specific groups and fan pages on MySpace and Facebook were targeted. Multiple messages were distributed in each group throughout the week leading up the Free Tan event.

Results

- Created 11.2 MM overall impressions
- Experienced a 2.1x pass-along rate of campaign materials within the blog channel
- 145 total blog placements reaching 8.5MM unique individuals
- Created 519 posts distributing campaign materials within social networks reaching 1.3MM unique users and creating 2.6MM impressions

SPECIALS
2010 SEASON PREMIERE
TAN FOR FREE
SATURDAY, MARCH 6
INCLUDES MYSTIC SPRAY TAN
FREE UPGRADES
COMP'D WITH MEMBERSHIP
See rules and restrictions for details at participating salons only. Offer valid through 3/31/10.
BE FABULOUS THIS SEASON
JOIN THE A-LIST



We saw a peak in placements via outreach 3 days into the campaign, with a peak in organic placements occurring on the day prior to the event. The increase of organic placements following the majority of outreach placements illustrates the significant pass-along amongst campaign materials, with outreach as the originating source of assets.

