



Agency Partner



Campaign

iA5 Awareness

Target

- Ages 18-35
- iPhone and iPod Touch users
- Lifestyle Affinities
 - Music
 - Entertainment
 - Youth Culture

Campaign Duration

Nine Weeks



Objectives

- Generate immediate coverage and buzz within social media
- Drive traffic to point of purchase
- Leave a legacy of organic conversations and excitement about the iA5

Strategies

Blogging Program

Targeted outreach to key influencers and asked them to share the news of iA5 and iHome+Sleep App with their followers. Bloggers linked placement to Twitter and Facebook pages, providing further reach for brand messaging.

Product Sampling

We sent iHomes to our highest quality bloggers. Product was offered for review or giveaway within a post driving readers to <http://ihomeaudio.com/ai5>. Hosting a giveaway was the preferred form of placement as it allowed for lively engagement within the target, resulting in an exceptional amount of buzz.

Community Building

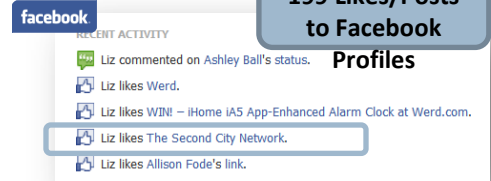
Ambassadors also used social communities to ignite conversations announcing the release of iA5; all groups were chosen specifically for their narrow focus. Each thread centered around iA5 features, and ambassadors gained awareness and obtained product feedback through a variety of channels including Facebook, Twitter, Myspace, and forums.

Results

- Created 170 posts with 27.2MM+ impressions
- Reached 653 influencers within target
- Heavily engaged Facebook groups; obtained 23.8MM+ impressions
- Message boards thoroughly saturated with a cumulative 1,318+ impressions



199 Likes/Posts to Facebook



Facebook Totals	
Groups	65
Posts	112
Unique Reach	16,406,439
Impressions	23,867,472