



Objectives

- Create substantial buzz surrounding premiere of *I Kissed A Vampire* web series
- Drive sales of webisodes and soundtrack on iTunes
- Drive traffic to Facebook fan page, YouTube channel, and website

Strategies

Blog Outreach

Reached out to bloggers with strong affinity for vampires (*Twilight*, *True Blood*, etc), *IKAV* talent (Drew Seeley, Lucas Grabeel of *High School Musical*), and teen-focused celebrity gossip to distribute photos, video, and information to create excitement within existing fan base.

Social Network Seeding

Distributed campaign materials within teen and affinity focused groups in Facebook, MySpace, Bebo, Hi5, and forums, engaging fans with age-appropriate language.

Scheduled Asset Distribution

Strategic message distribution surrounding *IKAV* premiere event and future webisodes allowed for opportunities to garner multiple posts on influential sites.

Results

- Created 8.1+ million campaign impressions
- Created 247 campaign posts surrounding *I Kissed A Vampire*
- Reached 500+ individuals through creator & key-influencer outreach



Client

Alter Ego Industries

Campaign

I Kissed A Vampire debut on iTunes

Target

Teen girls

Vampire fans

High School Musical fans

Campaign Duration

Four Weeks

