



Agency Partner



Campaign

Kmart BTS – *Be a Schoolebrity*

Target

Tween girls
Moms of Tweens

Campaign Duration

Four Weeks

Objectives

- Drive entries to the *Be a Schoolebrity* Sweepstakes
- Create awareness of Kmart as a BTS destination amongst Tweens
- Drive traffic to the *Be a Schoolebrity* micro site
- Create awareness of *Be a Schoolebrity* Sweepstakes and BTS offers with Moms

Strategies

Blogger Outreach

Reached out to bloggers sharing information surrounding tween-focused celebrities, entertainment, and games.

Social Network Seeding

Distributed campaign materials within tween-focused groups in Facebook, MySpace, Bebo, Hi5, and forums, engaging with Tweens using age-appropriate language.

Mom Outreach

Leveraged influence of Mom bloggers to increase reach of campaign material and initiate “trickle-down” effect to Tweens.

Results

- Created 2.9+ million campaign impressions
- Created 392 campaign posts surrounding Kmart BTS & *Be a Schoolebrity*
- Reached 1,700+ individuals through creator & key-influencer outreach
- 86% of campaign posts within environments housing Tweens

