



Agency Partner



Campaign

Kmart Bluelight Special Holiday Sweepstakes

Target

Moms

Campaign Duration

Six Weeks



Objectives

- Increase Twitter following for @KmartDealsnNews account
- Create significant buzz surrounding Bluelight Specials at Kmart



Strategies

Hashtag Sweepstakes

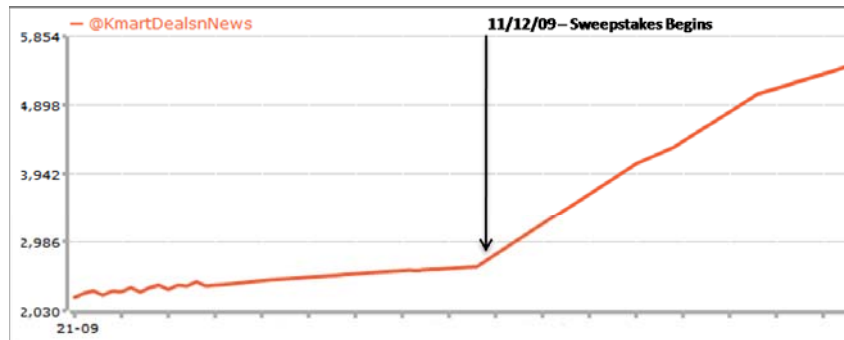
Implemented Kmart Bluelight Special Holiday Sweepstakes to encourage viral pass-along of Bluelight Special information. Daily, First, and Grand prize offerings contributed to the evangelization of the @KmartDealsnNews Twitter following. Eligibility required use of the #KmartBLS hashtag, and that the user be following the @KmartDealsnNews account.

Blogging Program

Targeted outreach to key influencers distributed initial information about the contest, asking Mom bloggers to blog and tweet about the #KmartBLS sweepstakes. Bloggers were offered the opportunity to receive weekly preview information via email regarding the upcoming weekend's Bluelight Special sale to share with their online network of friends.

Results

- Created 26.2MM+ campaign impressions
- Increased @KmartDealsnNews following by 112.5% (+3,051 followers)
- 336 Blog placements surrounding #KmartBLS sweepstakes and Bluelight Specials
- Recorded 31k+ uses of #KmartBLS hashtag, reaching a unique audience of 1MM+ Twitter users
- Recruited 138 bloggers to participate in Blogging Program



11.12.2009			12.23.2009		
Name	Kmart		Name	Kmart	
Web	http://www.kmart.com		Web	http://www.kmart.com	
Bio	We work at kmart...yes, we do. My colleagues and I love where we work and like sharing deals and news from kmart. We also LOVE talking with YOU. Tweet on!		Bio	We work at kmart...yes, we do. My colleagues and I love where we work and like sharing deals and news from kmart. We also LOVE talking with YOU. Tweet on!	
	1,248 following	2,713 followers		1,244 following	5,764 followers
		69 listed			247 listed