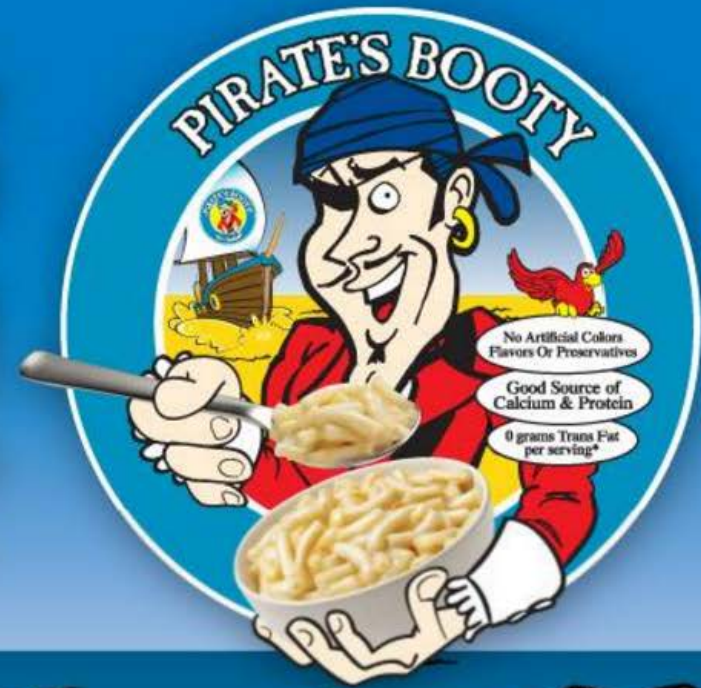


MAKE US LAUGH!!

Share Yarr Best Cheesy Joke



PIRATE'S BOOTY #MACANDCHEESYJOKECONTEST
BLOGGER CAMPAIGN CASE STUDY

PIRATE'S BOOTY #MACANDCHEESYJOKECONTEST

BLOGGER OUTREACH CAMPAIGN

OUR TASK

Promote Pirate's Booty #MACANDCHEESYJOKECONTEST online. The campaign helped drive awareness of the newly launched Mac 'N Cheese product line extension.

OUR STRATEGY

Recruit top-tier mommy & lifestyle bloggers to review the product and share their experience with their fans on social. Also, we encouraged bloggers to stage giveaways featuring Pirate's Booty-themed treasure chests. The smaller promos drove awareness of the larger promo.

THE RESULTS

SECURED EDITORIAL

- Total blog features: 24
- Total blog giveaways held: 21

ENGAGEMENT STATS

- Blog giveaway entries: 90,519
- Total blogger social engagements*: 5,066

TOTAL IMPRESSIONS

- 900,000

*This data was pulled directly from the collective set of 24 campaign-specific blog posts.