

ALL ABOUT PARTY BAGS PRODUCT REVIEWS



THE PROJECT

We wanted to showcase that this retailer's product range of 'busy bags' was not just ideal for weddings and other events, but also for entertaining children on the various trips and holidays that families take through the year.

Launched shortly before half-term, and the following Easter break, we targeted parenting bloggers who were planning a trip away who picked out busy bags for their children to enjoy during the car or plane journey.

THE AIM

To increase brand awareness for All About Party Bags, introducing a new use for their busy bags to a targeted audience of UK parents, and to generate natural and high-quality links.

THE RESULTS

The campaign resulted in a variety of high Domain Authority links from parenting blogs, which are continuing to drive referral traffic long past the end of the campaign.



118,014

Combined social reach
of the influencers we
worked with



13

High-quality links
to All About Party Bags
URLs

Domain Authority 33
on average on the links
generated



213

Referral visits
from the published blogs to
date