

# **PERFECT PARTY UK**

## GIVEAWAY



## **THE PROJECT**

In conjunction with a Perfect Party UK product review, we also worked with the client and blogger to produce a 14 day giveaway.

We worked with the blogger to create a giveaway that would benefit Perfect Party's social media networks. Entry mechanisms included being a Perfect Party UK fan on Facebook, tweeting about the giveaway including the Perfect Party UK handle and following Perfect Party UK on Twitter.

The mandatory entry requirement was to visit the Perfect Party website, identify a favourite party theme or costume and to comment on the giveaway blog post. An optional entry was to blog about the competition, including linking to the Perfect Party UK website.

## **THE AIM**

To increase awareness of the Perfect Party UK brand within one of their key target markets while boosting their social metrics.

## **THE RESULTS**

The giveaway resulted in increased engagement on Perfect Party UK's social networks, including over 100 new fans and followers on Facebook and Twitter respectively.



400+

**Tweets**  
promoting the giveaway  
and Perfect Party UK's  
account



19%

**Increase in new visits**  
to [www.perfectpartyuk.com](http://www.perfectpartyuk.com)  
during the giveaway compared  
to the previous month



294

**Comments**  
on party themes stocked  
by Perfect Party UK