

## WIPE EASY TABLECLOTHS GIVEAWAY



### THE PROJECT

In conjunction with a Wipe Easy Tablecloths product review, we also worked with the client and blogger to produce a 14 day giveaway.

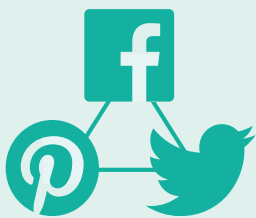
We worked with the blogger to create a giveaway that would promote and encourage interaction on the client's Facebook page. Entry mechanisms included being a Wipe Easy Tablecloths fan on Facebook, tweeting about the giveaway and leaving a comment on the Wipe Easy Tablecloths Facebook page with a suggestion of the different uses for oilcloth.

The mandatory entry requirement was to visit the Wipe Easy website, identify a favourite pattern and to comment on the giveaway blog post – encouraging visits to the site and providing the client with the bonus of target customer feedback.

### THE AIM

To increase awareness of the Wipe Easy Tablecloths brand with a giveaway that would encourage site visits and interaction via the brand's Facebook fan page.

### THE RESULTS



10,348

Combined social reach  
of the influencers we  
worked with



128

Comments  
on patterns stocked by  
Wipe Easy Tablecloths



100+

new likes on