

COSYWOOL BLOGGER COMPETITION



COSYWOOL
THE KNITTER'S EMPORIUM

THE PROJECT

As a retailer of yarn and other knitting accessories that are relatively low in value and supplies rather than finished items, this client needed a more interesting and innovative method of engage bloggers than just sending out products to be reviewed.

With December looming, we decided to host a blogger competition that challenged knitting, crochet, craft and fashion bloggers to create a scarf using the client's yarns, with the most eye-catching design winning a bundle of knitting products to see them through the winter.

The campaign appealed to exactly the right craft-loving audience the client wanted to reach, and increased brand awareness across social media.

THE AIM

To increase brand awareness for Cosywool and to generate natural, high-quality and relevant links.

THE RESULTS

With its unique angle, the competition resulted in a particularly high engagement rate, and led to a variety of natural links and social media mentions for the Cosywool brand.



118,014

Combined social reach
of the influencers we
worked with



22

High-quality links
to Cosywool URLs



1,183

Likes
on Instagram posts
related to this campaign