

RANSOM SPARES BLOGGER COMPETITION



THE PROJECT

We helped the client branch into an international market by targeting home-schooling and parenting bloggers for this campaign, aiming to expose School Stickers USA to a key consumer type.

We selected bloggers based on criteria including DA, social media following and reader engagement.

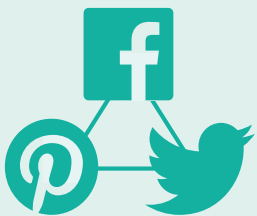
Bloggers were invited to pick from a selection of products, including chore charts, potty training reward packs and healthy eating stickers, to incentivise or reward their children at home.

Alongside product reviews, we also arranged giveaways so that readers could win their own personalised School Stickers products. Entry mechanisms encouraged the audience to visit the brand's social media channels, helping School Stickers USA to reach an even wider audience.

THE AIM

To increase awareness of the School Stickers brand within a new territory. Building relationships with parenting bloggers with an interest in education and home-schooling to help spread the word about a relevant and exciting new brand.

THE RESULTS



18,510

Combined social reach
of the bloggers who
entered



18

High quality links
to Ransom Spares
URLs



65

Comments
on blog posts related to
the campaign



£5.10

Page value
on the survival guide
content