

SCHOOL STICKERS

PRODUCT REVIEW



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



56,670

Combined social reach
of the influencers we
worked with



28

High quality links
to School Stickers
USA through a mix of
giveaways and product
reviews



38%

Increase
in visits to
School Stickers USA
homepage compared
to the previous month