

## Challenge

Aussie utilized the Brickfish network to promote awareness and trial of their haircare products among females, ages 18-24, with a custom campaign featuring their “No Worries Guarantee.”

## Solution

The Brickfish solution for Aussie was to launch the “Aussome Hair Day” campaign which encouraged consumers to ditch their current haircare products, try Aussie and then share a photo of their Aussome hair and the products they used. The campaign was promoted on the Brickfish.com® site, through an iFrame on the Aussie site, advertorials in Star and Family Circle Magazine, and through intensive PR efforts targeting online and offline media.

Aussie leveraged the success of the initial campaign and launched a second follow-up campaign to continue the brand dialogue with their newly engaged consumers. The follow-up campaign featured the top 10 finalists and asked consumers to come back and vote for the entry that had the most Aussome hair and best represented the Aussie brand.

## Results

The initial Aussie campaign generated over 4,000 entries, resulting in over 2.1 million consumer engagements on 4,700+ URLs. Each participant engaged an average of 3-4 times and spent an average of 23 minutes with the campaign. The follow-up campaign was an even bigger success, resulting in over 5.8 million consumer engagements.



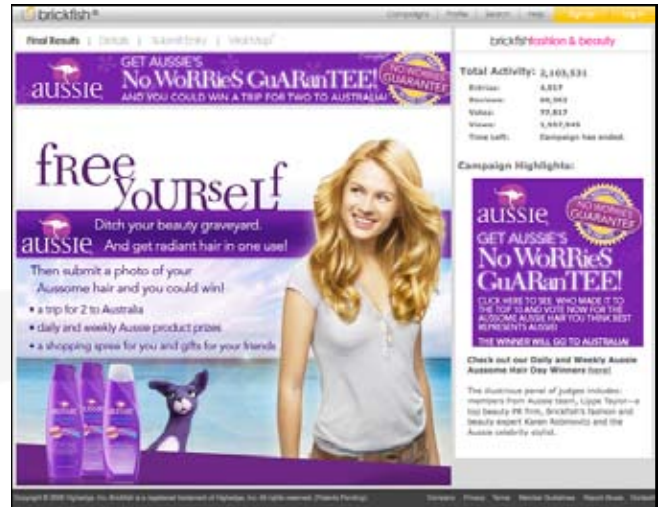
“These are FABULOUS RESULTS!!! This is exactly the type of program that hits the strike zone of Aussie media planning - an execution that efficiently reaches people AND is relevant to our target.”

- Navin Gupta  
Assistant Brand Manager  
Aussie, P&G



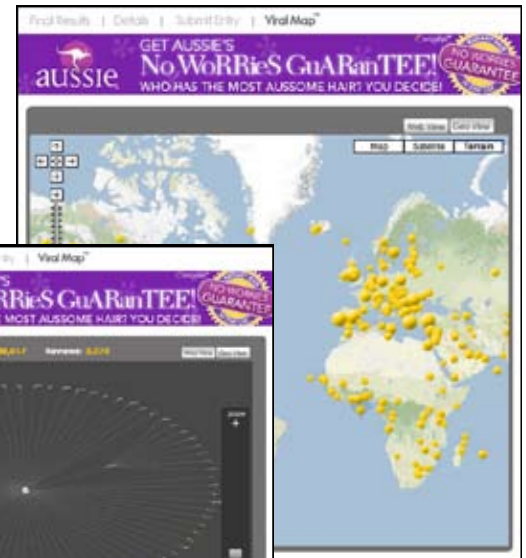
# Campaign in Action

Campaign is launched on Brickfish.com® and Aussie.com and promoted through advertorials in Star and Family Circle Magazine.



Through media outreach, the campaign is featured in Brandweek, Women's Wear Daily, and other online and offline media.

Initial campaign generates over 4,000 entries in less than 2 months.



The initial campaign reaches over 4,700 URLs, generating over 2.1 million consumer engagements. The follow-up "top 10" campaign spread across the world, resulting in over 5.8 million consumer engagements.