

Challenge

Clinique looked to the Brickfish network to promote awareness for the launch of its new “Happy” fragrance and custom bottle among females, ages 18-28, with a viral marketing campaign that would reach this audience on the social web.

Solution

Together, Brickfish and Clinique developed the “Clinique Happy Moments” campaign to engage consumers in sharing a photo and description of what makes them happy – reinforcing the brand’s positioning. The campaign was promoted on the Brickfish.com® site, through an iFrame on the Clinique site, and through intensive PR outreach by both the Clinique and Brickfish teams.

Results

The PR efforts resulted in significant pick up in a variety of blogs and trade publications including Brandweek, Glam, Shop Girl Houston Chronicle and Basenotes, creating buzz and excitement for the campaign.

In just 6 weeks, the Clinique campaign generated over 4,300 entries and more than 1.4 million consumer engagements on over 4,000 URLs including MySpace, myYearbook, Facebook, LiveJournal, Tagged, and Xanga. Each participant engaged 4-5 times and spent an average of 20 minutes with the campaign.



Clinique Happy Moments.



Show the world what makes you happy!

You could win a Clinique shopping spree and Clinique prizes for you and five of your friends.

CLINIQUE

“Our goal with this effort is to elevate awareness with a younger demographic of the [custom bottle] as a one of a kind gift. Clinique does not underestimate the power of viral marketing and the role it plays in building brand affinity and interest.”

- Jessica Magaro
VP Global E-commerce, Clinique
Brandweek, January 2008

Campaign in Action

Campaign is launched on
Brickfish.com® and Clinique.com.



PR outreach gets campaign
featured on leading blogs and
Web sites across the Internet.



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