

Challenge

Diane Von Furstenberg (DVF) partnered with Brickfish to promote awareness of their brand and E-commerce Web site among young females, ages 18-24.

Solution

In conjunction with the celebration of International Women's Day, Brickfish and DVF launched the "Women You Love" campaign asking women to share their stories about a fabulous, strong, intelligent woman who has nurtured or inspired them. The campaign was promoted through an iFrame on the DVF Web site and a VIP invite email to targeted Brickfish members.

Results

The "Women You Love" campaign received 325 entries in just six weeks and generated more than 400,000 consumer engagements. The campaign was virally shared to over 1,700 URLs, including MySpace, hi5, myYearbook, Tagged, LiveJournal, Facebook, Friendster, Xanga, and Yahoo 360. Each participant engaged 3-4 times and spent an average of 47 minutes with the campaign.



DIANE VON FURSTENBERG

TELL DIANE ABOUT THE
WOMEN YOU LOVE.
YOU COULD WIN

- A TRIP TO NYC WITH A FRIEND
- \$5,000 SHOPPING SPREE AT DVF
- TWO TICKETS TO DVF SPRING 2009 FASHION SHOW!

ENTER NOW!

The advertisement features a black and white photograph of Diane von Furstenberg on the right side, looking thoughtfully to the side with her hand near her chin. The text is arranged in a clean, modern font on a dark background.

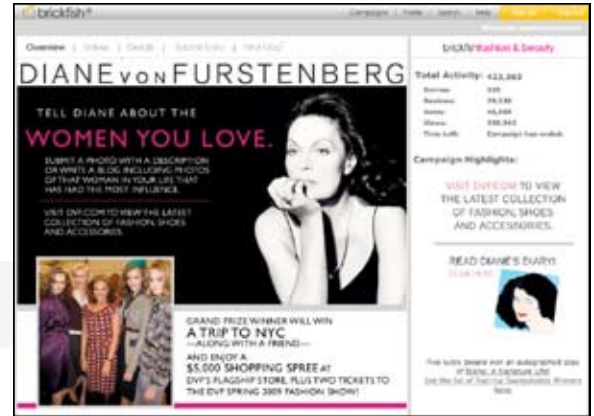
"The woman I love the most is my Grandmother. She is the strongest, most beautiful woman...I am privileged and honored to love and be loved by her. She is a fighter, a healer, an intellectual, a joker, she is everything good wrapped up in a beautiful package. I thank God for every day I have with her."

- Suzie, Winner
"Women You Love" Campaign



Campaign in Action

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



The campaign gets featured in Elle.com blog, Second City Style, Tia Williams Shake Your Beauty, and more.

Initial campaign generates 325 entries in just six weeks.



The campaign reaches over 1,700 URLs, generating over 400,000 consumer engagements.

