

Challenge

David's Bridal partnered with Brickfish to promote massive awareness of David's Bridal online product offering and to further establish the brand as the "wedding authority" among its target female audience.

Solution

The Brickfish solution for David's Bridal was to launch the "One Love" campaign which asked consumers to share their story of the moment when they realized their fiancé or boyfriend was their "One Love" and to create their dream wedding using David's Bridal products.

As part of the campaign development, Brickfish created a customized version of our Entry Editor which allows consumers to create their own personalized content using a brand's assets. In this campaign, specific products from David's Bridal were integrated into the Entry Editor and linked to the identical product on the David's Bridal Web site, increasing product promotion and driving traffic to their Web site.

The campaign was promoted on the Brickfish site, the David's Bridal Web site, through email marketing to their customer database and PR outreach to wedding-related blogs.

Results

In just 6 weeks, the David's Bridal campaign generated over 1,800 entries and more than 1.8 million consumer engagements on over 8,400 URLs including MySpace, Facebook, myYearbook, hi5, Tagged and LiveJournal. Each participant spent an average of 12 minutes with the campaign.

Additionally, David's Bridal saw a 112% increase in traffic to their Web site from social networking sites as a result of the campaign.



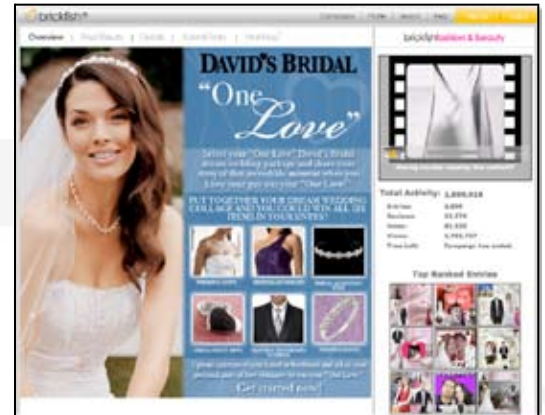
"It (social media) is such a hot topic, people love it and are eager to participate. This has been a huge learning experience for us, and we are so happy with how it turned out. We're looking forward to running future campaigns."

- David's Bridal



Campaign in Action

Campaign is launched on Brickfish.com®, the David's Bridal Web site, through email marketing to their customer database and PR outreach to wedding-related blogs.



The campaign is featured on a variety of wedding blogs across the Internet such as DynamiteWeddings.com, TheTrailerTrashBride.com and VideoExpressProductions.com.



Campaign generated over 1,800 entries in just 6 weeks.

The campaign is virally shared and reached over 8400 URLs, resulting in more than 1,800,000 consumer engagements.



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