

Challenge

Honest Foods partnered with Brickfish to create a unique user-generated-content campaign promoting awareness of their new line of all-natural products to natural foods enthusiasts.

Solution

The Brickfish solution for Honest Foods was to launch the “Design a T-shirt for Honest Foods!” campaign which asked consumers to create an original t-shirt design that highlighted the delicious taste and all-natural ingredients of the product line.

The campaign was promoted on the Brickfish site, the Honest Foods website, through email marketing and PR outreach to health and wellness blogs.

Results

The “Design a T-shirt for Honest Foods!” campaign received 2,166 entries in just nine weeks and generated over 1,718,246 consumer engagements. The campaign was extremely viral, with entries being shared across the Internet to sites such as MySpace, hi5, LiveJournal, Tagged, myYearbook, and Facebook. Each participant spent an average of 9.9 minutes with the campaign.



“Honest foods are good for the heart!”

“Honest Foods=yum!”

“I officially love Honest Foods!!”

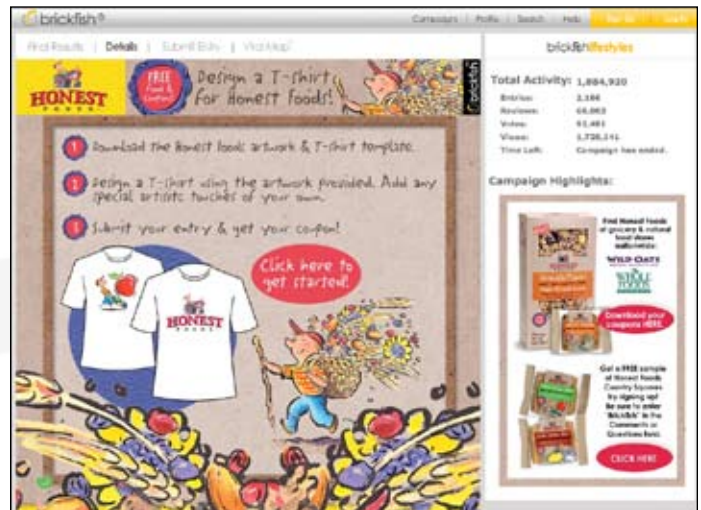
- Participants

Design a T-shirt for Honest Foods



Campaign in Action

Campaign is launched on Brickfish.com®, through email marketing, and PR outreach to natural foods enthusiasts.



The campaign is featured on a variety of health and wellness blogs across the Internet such as Marketing Green, GreenBiz.com, and Associated Content.



Campaign generated 2,166 entries in just 9 weeks.

The campaign is virally shared to reach more than 10,000 URLs, resulting in more than 1,718,246 engagements.

