

CASE STUDY

CHALLENGE

Vervegirl is a hip teen/ early 20's magazine, with a demographic of females 13-24. As a value-add, they needed to increase brand awareness for their client, New York Color. They needed a solution which would benefit both New York Color and their readers. With a digital savvy market, they needed a hip digital savvy solution.

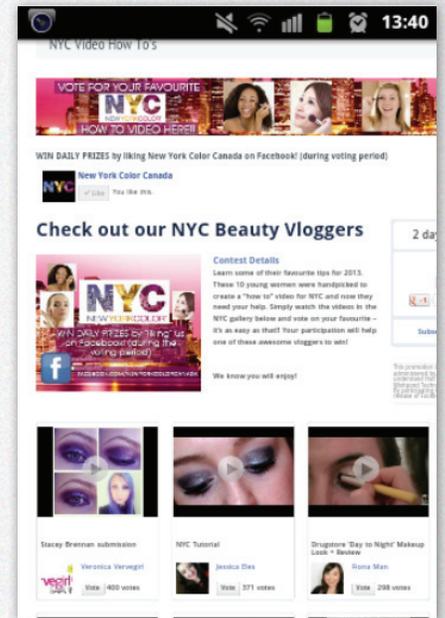
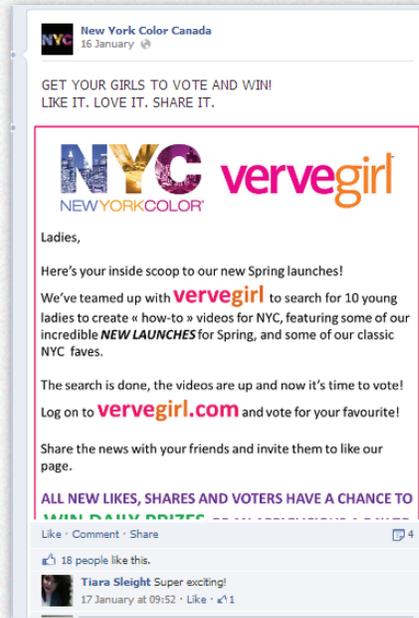
SOLUTION

For two weeks, Vervegirl ran a Wishpond powered Video Vote Contest. The videos were created by influential beauty vloggers. The top 3 vloggers with the most votes were eligible for \$1,000, promotional work with New York Colors, and a write up in Vervegirl magazine. The videos were how-to's on applying New York Colors make-up. Prizes for liking the New York Colors Facebook page were given out daily for the contest duration. The contest was promoted through Facebook and Twitter, to drive traffic to the contest page on vervegirl.com

OUTCOME

In just 2 weeks, the Vote Contest had:

- over 1,400 participants
- potential reach of over 500,000
- website traffic increase of over 30%
- time spent on contest site of over 5 minutes/view
- a happy client



Wishpond Video Contest

The Vervegirl case is a great example of involved user-generated content to share targeted, interesting information with customers. Wishpond's simple-to-use video contests gave them the platform they needed that would engage both the participating vloggers, and their readers.

Using no paid advertising, they garnered over 1,400 participants, with a potential brand awareness reach of over 1/2 a million. In addition to working on Facebook and Twitter, the Wishpond contest tools are easy to embed on your website, like Vervegirl did. All versions are mobile enabled. For their demographic group, mobile is essential.

Through the Wishpond voting app in our Social Marketing Suite, Vervegirl was able to increase traffic to their site, raise brand awareness for their client, and serve the needs of their readers.

Social Voting can increase brand awareness to a very targeted audience. Vervegirl proves how this is done.

“ We used wishpond once before. We did a 25 days of holiday madness contest, where everyday we ran a separate contest, and gave away prizes leading up to Christmas. We liked the ease of use of your application and the ease to embed it into our website. We're on a WordPress platform, so it worked out quite easily. Overall, the ease of set up was a benefit. ”

Michael Whitney - Vervegirl

