

WEIMAN®

2008 HOLIDAY BLOGGER CAMPAIGN

Situation

A priority mission of the Weiman Products 2008 public relations program was to increase consumer awareness, build brand, drive web site traffic and increase sales for the company's complete line of surface cleaning products among its target audience of females (ages 25-60) with children. Blogger relations was a key element of that program.

Fourth quarter holidays, which typically involve a significant increase in home cooking and parties, also create an increase in the amount of time dedicated to cleaning the house. This seasonal scenario presented an excellent opportunity to promote Weiman's green and traditional home cleaning products. Armed with the additional knowledge that more women than ever before are spending time online to learn about products, Sweeney recommended a holiday blogger campaign to reach this target audience through online product reviews and giveaways. To further enhance the campaign, the agency recruited two other companies – Libman and FilterStream – to participate in the blogger relations promotion with complementary housecleaning products.

Research

Secondary research helped target the blogger campaign at the most beneficial bloggers online:

- eMarketer confirmed more than 35 million women are now online
- The "State of the American Mom" survey found 49 percent of women with children currently research products online prior to making a purchase
- Forrester Research estimates 16 percent of 2008 total retail sales were directly influenced by web research
- Technorati identified a listing of the leading (most authoritative and highest ranked) mom blogs
- Quantcast and Compete were used to identify blog traffic when possible

Objectives

The following objectives were established for the blogger relations campaign:

Secure product reviews with a minimum of 25 leading bloggers to increase awareness of Weiman Products, increase product trial and drive new visitors to the Weiman Product's web site

Campaign Overview

Sweeney created a "holiday clean-up" campaign that challenged the Internet's top mommy bloggers to test and review home cleaning products for the busy holiday season. In addition, each blogger was offered a reader giveaway package of Weiman, Libman and FilterStream products valued at \$100.

Sweeney invited 60 of the industry's leading mommy bloggers to participate in the campaign; a total of 44 accepted the invitation. Sweeney subsequently distributed the requested products, as well as a short description of the products and companies, to each blogger. A total of 133 products were given to 44 mommy bloggers who were instructed to evaluate them and post their reviews by the first week of December. Winners of the product giveaways were to be selected by the bloggers in mid-December. The agency then distributed 220 Weiman cleaning products to 42 consumers by the end of December.

Deliverables/Results

Following are the deliverables and the results the blogger holiday clean-up campaign has achieved.

- **Established a priority blogger list**
- **Distributed 133 Weiman, Wright's and Perfect Planet products** to bloggers to review along with a short product description and company overview
- **Achieved 44 (100%) positive blogger reviews**, including the following:

"Weiman E-Tronic Wipes are very impressive! When I cleaned my electronics with these wipes, I could tell that they are a high quality product, and my screens still aren't dusty or smudgy, and they would have been by now if I'd used glass cleaner!" – Chocolate Fingerprints

"With Weiman® Furniture Wipes it makes sense to dust because it helped to keep my wood furniture moisturized and looking new, cleaning away not only dust, but dirt and smoke residue. I saw an immediate difference when using these wipes. My entertainment center looked so bright and clean after wiping it down." – Brain Foggles

"Weiman Stainless Steel wipes shine, polish and protect all stainless steel surfaces. They leave NO streaks and the strong odor?? Well, it's not there. It's actually a pleasant smell for my nose. Oh, and get this...It actually repels fingerprints, water marks and dirt. NOW THAT'S WHAT I AM TALKING ABOUT!" – My Trendy Tykes

"My laminate floors were super shiny after using the Floor Cleaner and I really didn't think I needed the polish but I thought, why not? I'm not going to hold anything back for my future guests! I didn't think my floors could get any shinier but they did after using the Floor Polish." – Rockin' Mama

- The campaign resulted in more than **172 blog and twitter posts** resulting in **735,968 online impressions** with Weiman's target audience
- The posts created **196 direct links to Weiman.com**, encouraging web site visits and increasing SEO
- The links drove **772 consumers to Weiman.com** – 70% of whom were new visitors who stayed on the site for an average of **2:05 minutes**
- Client Assessment: **"The implementation of this blogger relations campaign - created and executed by Sweeney - resulted in hundreds of thousands of online impressions and proved to be highly successful for Weiman."**