

# GirlSense Case Study: BHC

Beverly Hills Chihuahua choose GirlSense to promote the release of their DVD, and encourage brand interaction among tweens.

## Components & Results:

- Featured E-Boutique
  - > 51k items purchased
  - > 2.6MM G-Cents earned
  - > 29k notes left
  - > 2200 users added the boutique to their favorites
- Theme Kit
  - > 800k items placed in user boutiques
  - > Items were viewed 2.3MM times
- Sponsored Auctions
  - > 500 auctions were held
  - > 15k users participated
  - > The average badge was sold for 2,800 G-Cents
- Additional Brand Promotion
  - > 4.8MM impressions received
  - > Over 1k polls created relating to BHC
- Timing: 3 Weeks

