

GirlSense Case Study: Daisy Rock

Daisy Rock Girl Guitars chose GirlSense to promote brand awareness and buzz through a multi-faceted program.

Components & Results:

- Daily Auctions
 - > 47,000 users participated
 - > 650 virtual guitars were auctioned
- Music Theme Kit
 - > 630,000 items were placed in boutiques
 - > Items were viewed 1.3MM times
- Music Contest
 - > 25k contest submissions
 - > 120k pageviews to contest center
 - > 3k pageviews to prize page
- Cross-Site Promotion
 - > Contest Pop-Up: 670k impressions
 - > Home Page Promo: 1.2MM impressions
 - > Hot Activities Promos: 835k impressions
 - > Fashion Avenue Promos: 270k views
 - > Market Place Promo: 230k views

Timing: 2 Weeks

