

# GirlSense Case Study: HSM3

High School Musical 3 choose GirlSense to promote the release of their DVD, and encourage brand interaction among tweens.

## Components & Results:

- DVD E-Boutique
  - > 79k items purchased; 6 million G-cents earned
  - > 46k notes left
  - > 3k users added the boutique to their "favorites"
- HSM3 Theme Kit
  - > 670k items placed in user boutiques
  - > Items were viewed 1.4MM times
- Design Studio Inspiration Sponsorship
  - > 1.5MM fashions designed by 241k users
  - > 1.3MM HSM3 inspiration images viewed
- Daily Gifts
  - > 21 Daily Gift collectibles offered
  - > Items received 2.2MM views on the GirlSense homepage
  - > Gifts were displayed in 360k user boutiques
  - > 1.2MM impressions received from boutique placement
- Faceplate Avatar Creation
  - > 300k photos viewed during 200k sessions
- Additional Brand Promotion
  - > 1MM branded items placed in user boutiques
  - > Boutiques with branded items received 3MM views
  - > 400+ badges offered for auction, 26k users participated
  - > Badges sold for an average of 8K G-Cents each
  - > 2M+ impressions from cross-site promotion units
- Timing: 4 Weeks

