

GirlSense Case Study: Wizards of Waverly Place, Vol. 2

Disney's Wizards of Waverly Place used GirlSense to promote the release of their Home DVD to an audience of engaged and creative tweens.

Components & Results:

- Featured E-Boutique
 - > 67k items purchased
 - > 2.8MM G-Cents earned
 - > 37k notes left
 - > 2k users added the boutique to their favorites
- Theme Kit
 - > 730k items placed in user boutiques
 - > Items were viewed 1.8MM times
- Daily Gifts
 - > 712k views received on the homepage
 - > 122k items collected
 - > Gifts were placed in 32k boutiques and viewed an additional 470k times
- Sponsored Auctions
 - > 20 auctions were held for Disney DVD games
 - > 1200 users participated
 - > The average DVD was sold for 51k G-cents
- Additional Brand Promotion
 - > 860k total branded items placed in boutiques
 - > Boutiques were viewed 2.5MM times
 - > 2500 polls were created related to Wizards
 - > 2.5MM impressions received from additional cross-site promotion
- Timing: 4 Weeks

