

Facebook Campaign Case Study

EziBuy

November 15, 2011

Background

At the start of 2011, EziBuy set an ambitious growth target for new customers – while re-engaging recent customers.

EziBuy are a household name in New Zealand, but aren't well known in Australia despite 50% of revenue originating there.

Also, EziBuy had identified a drop off in purchasing from customers in their 20s, with a return to purchasing later on in their 30s.

With that context as a backdrop, EziBuy approached Method with a brief to create a viral competition and acquire 5,000 new customers.

Target

Australian and New Zealand women, aged 20–45

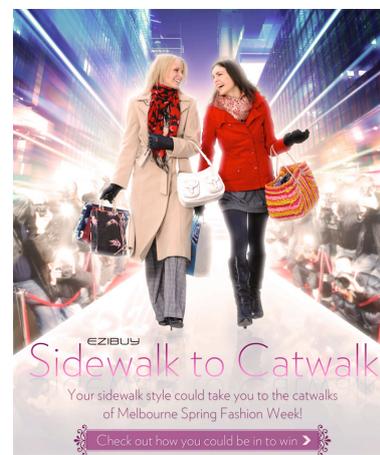
Brief

Create a viral competition to engage existing and convert new customers

Strategy

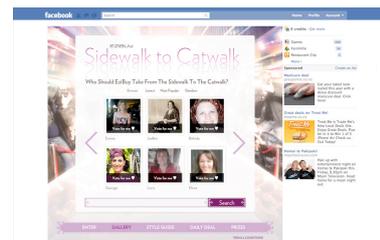
Given half of New Zealand's population are Facebook users, we decided to create a Facebook application – making it very easy to get involved, have fun, and share the competition with friends.

Our idea: Sidewalk to Catwalk. We gave people the chance to share their sidewalk style, which could take them to the catwalks of Melbourne Spring Fashion Week.



Execution

- Entrants uploaded a photo/choose from their Facebook gallery, wrote about why they deserved to win, then shared the campaign on Facebook to get votes
- Facebook sharing linked to the competition gallery where voters could read profiles and choose who they'd like to vote for
- The entrant with the most votes won the main prize – a big incentive for entrants to share the campaign
- The main prize: a trip for two to Melbourne Spring Fashion Week, along with a makeover and a new EziBuy wardrobe; plus a major wardrobe prize for voters
- Gave every entrants and every voter a \$20/\$10 off voucher respectively, simply for entering and voting
- Showcased EziBuy's daily deals, and featured weekly tips from EziBuy's stylists
- Promoted the campaign through Facebook ads, an EDM to the EziBuy database, banner ads on EziBuy's website, and a placement in EziBuy's customer catalogue



The Verdict

18,000 people installed the Facebook app. We saw 1,000 entries – half from Australia – and more than 11,000 voters. Visitors spent 3m 30s per visit, and the campaign generated over 8,000 Facebook shares, comments, and likes. Daily deal transactions during the campaign increased ten-fold from the previous month. And 10,000 vouchers were distributed, with 1,000 redeemed.

Drop us an email...
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