

CASE STUDY: LIQUID-PLUMR #CLEANFANTASIES VALENTINE'S TWITTER EVENT

PARTNER: LIQUID-PLUMR

GOAL: Drive social media awareness and engagement for the Liquid-Plumr brand

PROMOTION:

- ❖ Valentine's themed Twitter event hosted by GLOSS focusing on #CleanFantasies – surrounding survey stats that found that women daydream / fantasize about their significant others while doing household chores
- ❖ Pre-promotion through GLOSS social media channels, dedicated email and myGLOSS.com

RESULTS:

- ❖ **Reach of over 3.3 million and nearly 8 million impressions** during the one-hour event resulting in over 20,000 coupon downloads
- ❖ **#CleanFantasies** was a trending topic on Twitter for the day; the conversation continued long after our one-hour event was over, generating attention from top brands and Twitter users



CLEAN TO DO LIST LEADS TO PLEASURABLE RESULTS

New Survey from Liquid-Plumr® Finds a Clean House Helps Women Relax on a Date

Date Prep Checklist:

- ~~Wash Hair~~
- ~~Shave Legs~~
- ~~Clean House~~

Dates are stressful, but women feel well prepared when:

- 38% the house is clean
- 37% wearing a new outfit
- 24% the laundry at home is clean, folded and put away
- 24% the dishes are clean and put away
- 23% legs are shaved
- 22% out on a date with a person that is taller

