

## CASE STUDY: YOPLAIT WHIPS

### CAMPAIGN:

GLOSS and Yoplait Whips! hosted an end-of-summer Twitter party! GLOSS asked participants for their best frozen treat ideas using Yoplait's new Whips! product. The Twitter event was supported by a larger campaign on myGLOSS.com which included dedicated emails, sponsored content and banners.

### RESULTS:

- Over 420 participants during the two hour Twitter event – reach of over 517,000 Twitter users
- More than 175 recipe ideas generated from participants
- 28% CTR / conversion to download Yoplait Whips! Coupon

Total impressions: 4.2 million with over 800 tweets during the event.

