



CASE STUDY:

**BE WELL PHILLY
BUILDS BRAND AWARENESS**

SLICE
COMMUNICATIONS

BE WELL PHILLY



Photos courtesy of Be Well Philly Flickr page.

Philadelphia magazine's wellness blog, Be Well Philly, had a lot of potential but relatively low awareness in the health and fitness community. That changed with the Health Hero Challenge. The magazine's business goal was to build brand awareness in the health and wellness community.

The Opportunity

Be Well Philly had a small, tight-knit online community, but little to no interaction. Be Well Philly was looking for a creative way to generate quality content and drive interaction while growing the community.

The Be Well Philly Facebook page was the social media focus. The fan page Likes would ideally turn into long-term community members after the Health Hero Challenge was complete. Besides building a long-term community, Be Well Philly wanted to increase brand awareness while identifying top health influencers in the Philadelphia region.

Be Well Philly Health Hero Challenge Winner



The Strategy

Slice Communications understood that the best way to gain Likes on Facebook was to interact with the region's health and fitness community and engage them in what they know best – a challenge. With that in mind, the Health Hero Challenge was born.



Facebook Health Hero engagement



Meet a Health Hero: Stephen Brown

The campaign was developed in three phases. First, participants nominated individuals who had an impact on their health and the health of the community. Once nominations were in and the semi-finalists were chosen, the community had four weeks to vote for the final Health Heroes. Once the four finalists were chosen, the last round of voting began, which determined Philadelphia's Health Hero. The winner was announced to the community live at a celebration and broadcast over Facebook.

The Success

During the Health Hero Challenge, 500 nominations were received, which was exceptional compared to the original goal of 50. The campaign generated more than 10,000 votes throughout the challenge with a goal of 5,000.

Through the completion of the Health Hero Challenge, Slice Communications successfully helped the Be Well Philly Facebook page attract more than 7,000 new Likes, reach well over 2 million people at a time, double the Twitter following, increase website visits by 32 percent and establish a strong following of community members who now look to Be Well Philly for all of their updates on Philadelphia health and fitness news.

Learn how Slice Communications can help you build brand awareness.

Contact us at 215-279-8300.