



No Ifs, Ands, or Butts: Generating Product Awareness

Overview

Client: Clarion Brands:
Anti Monkey Butt

Industry: Consumer Goods

Services: Social Media

Results

- Over 1 million organic social media impressions
- Over 2.9 million paid social media impressions
- 25,700+ social media engagements
- 8,200+ social link clicks

Challenge

Chafing isn't fun for anyone. That's why Clarion Brands developed Anti Monkey Butt to fight friction and absorb sweat for men, women, and babies. But even as a well-reviewed consumer product, they were still struggling to earn brand awareness. That's why the Clarion Brands team approached Slice Communications to manage their social media accounts to increase awareness around Anti Monkey Butt across social media channels.

Insight

To start, our team worked to develop original social media content to share organically and through paid social advertising. Initially, we identified potential opportunities through Pinterest, and helped establish a presence there by curating product-focused boards, along with more general interest boards such as "Life Hacks for Sensitive Skin" and "Monkey Nursery."

With product in hand, we held monthly seasonal photoshoots to highlight their different product offerings. Additionally, we stayed in tune with different trends and events, creating original digital assets and memes to engage followers. For social advertising, we got around Amazon's technical limitations by leveraging the tool PixelMe to create retargeting campaigns.

In addition to managing day-to-day media activity, we also helped ideate and execute several creative campaigns. For their biggest day of the year, Swampass Awareness Day, we coordinated an original video with comedian Corey Forrester, which generated over 87k impressions on its own. Additionally, we hosted giveaways featuring other Clarion brands and partners, including Florajen and Certain DRI. Finally, we hosted an engagement campaign called "Guess That Butt," which engaged followers and asked them to identify famous statues strictly from their butt.

Success

From our social media efforts, we were able to generate over 1 million organic social media impressions, in addition to over 2.9 million from paid social advertising efforts. Additionally, we generated 25.7k social engagements, and 8.2k social media link clicks.



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