



# 2014 Marketing Awards: Media Plan Submission

**Media Plus**  
Integrated Media Advertising Agency

# Wedding of the Century

## Client: Ben Bridge Jeweler

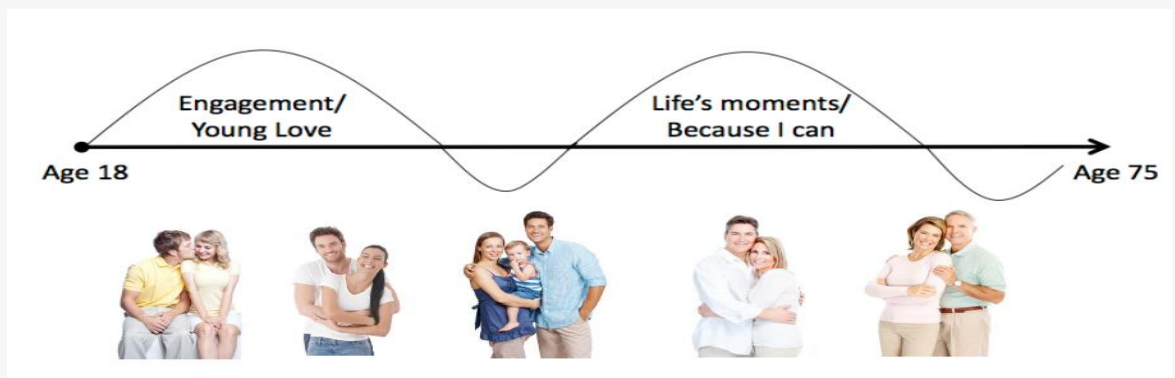
### Connecting with a new audience

#### 1 The Objective

Initial research found that Ben Bridge Jeweler was losing market share in the engagement ring category. This was mostly due to the majority of their marketing efforts being vendor driven which skewed to an older audience.

Recognizing that the engagement audience sector is a key consumer group, Ben Bridge Jeweler invested in a large branding campaign targeted to a younger audience. This was an effort to develop a personal relationship and build brand affinity with the consumer at a young age in order to drive in-store engagement rings and future jewelry purchases throughout the couple's life.

**Start a relationship with the younger consumer during the engagement ring purchase to build towards a Ben Bridge customer for life**



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2

### Strategy

Through consumer research Media Plus found that 25-34 year olds are at the prime age for getting married. They spend the majority of their day with media online, are among the largest age group actively engaging on social media, and are heavily influenced by friends and peers.

Based on these findings we proposed a strategy that connected with the consumer beyond the paid advertising spot. The Wedding of the Century social media sweepstakes was born, comprising of a chance to win a \$100,000 wedding. The campaign would live on Facebook, the social platform with the largest scale and most user engagement and be supported with an integrated multi-media strategy including digital, radio, television, PR and social media support, all targeted to the engaged or soon-to-be-engaged audience.

Campaign KPIs were designated as the following:

- Facebook Likes
- Total Entries
- User Engagement with Sweepstakes

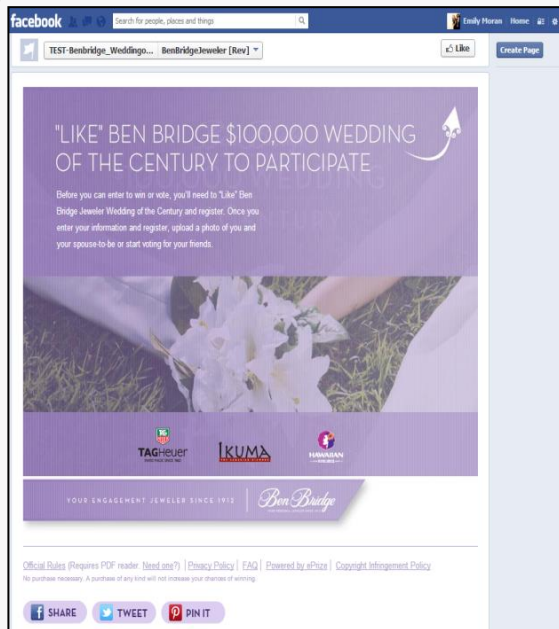


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### 3 The Tactics

The sweepstakes was designed to increase brand engagement with Ben Bridge Jeweler on Facebook. Users were prompted to enter to win the grand prize on a sweepstakes tab that lived on the Ben Bridge Jeweler Facebook page that was both desktop and mobile optimized. Entrants were encouraged to spread the sweepstakes to friends by inviting contacts to “vote” for them to increase their chances of winning, virally spreading the Ben Bridge message. To foster engagement, participants were also asked to vote on select jewelry designs to be included in the grand prize package, which in-turn built awareness among interested consumers about Featured Brand Partner products.



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### 4 The Tactics (Continued)

The heavy media weight included a highly targeted digital campaign consisting of Facebook advertising and online and mobile display banners. Custom online channels were built out targeting bridal content across ad networks and endemic bridal sites. A sponsorship with the Knot was created including display banners, targeted email blasts to The Knot users and social mentions across The Knot Twitter and Facebook page.

Radio tags were used to launch the campaign and additional exposure was included with signage in over 70 high-traffic Ben Bridge locations and PR support. In addition, Media Plus+ was able to acquire no charge added value promoting and mentioning the Wedding of the Century promotion/contest from Radio and TV station partners with whom we buy for Ben Bridge campaigns throughout the year. We received 44% of the total budget in no charge mentions for Wedding of the Century!



Like this diamond ring?



Enter to win the Ben Bridge \$100,000 Wedding of the Century with jewelry and cash prizes.

Like this diamond ring?



Enter to win the Ben Bridge \$100,000 Wedding of the Century with jewelry and cash prizes.

Win a Honeymoon in Hawaii



Enter to win the Ben Bridge \$100,000 Wedding of the Century with a Hawaiian honeymoon.



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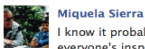
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### The Results

The primary goal of the campaign was to connect with a younger audience and grow a community on Facebook that Ben Bridge could continually message and foster relationships with for a sustained period of time, well after the sweepstakes was over. The campaign was optimized towards the most efficient Cost Per Like (CPL). Weekly reports were generated through the duration of the campaign and online banner and Facebook ads were optimized based on creative and placement performance.

The campaign was so successful that Ben Bridge Jeweler implemented it again in 2014, and plans to continue it in the years to come. There were 227MM Total Impressions served, and all media was geo-targeted to Ben Bridge Jeweler's 22 markets with a large percentage targeted to Washington State.

- 37,802 total registrations
- 7,884 grand prize entries
- 29,918 weekly prize entries
- Facebook fans increased by 56% growing "likes" from 81K-126K
- The campaign received over \$78K in added value



Miquela Sierra

I know it probably doesn't make a difference, but after reading everyone's inspiring stories I'd like to share mine. Mike and I got engaged on 11/11/11 and have been planning for a July 13th, 2013 wedding. As an only child, it's been hard to plan this wedding pretty much entirely alone. The exception was my mom. She helped as best as she could from two states away where she was caring for her own elderly parents. Then, two months ago she passed away unexpectedly. I am devastated and I have been trying to get back into planning, but it's so hard to think about a wedding where my mom will not be there to support me. Winning this contest would be amazing. We're broke and in college and paying for the entire thing ourselves, and I would still love to have a dream wedding, because I know my mom (my #1 supporter, and she voted and shared my contest entry more than anyone else!) would want me to have it, since she will certainly be there in spirit. No matter what, congrats to the winners and thank you Ben Bridge for the beautiful jewelry and for giving us all some hope!

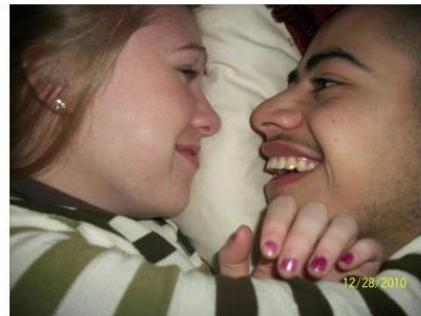
Like

Like



Tonya Crawford

~Love~



Like

Like

