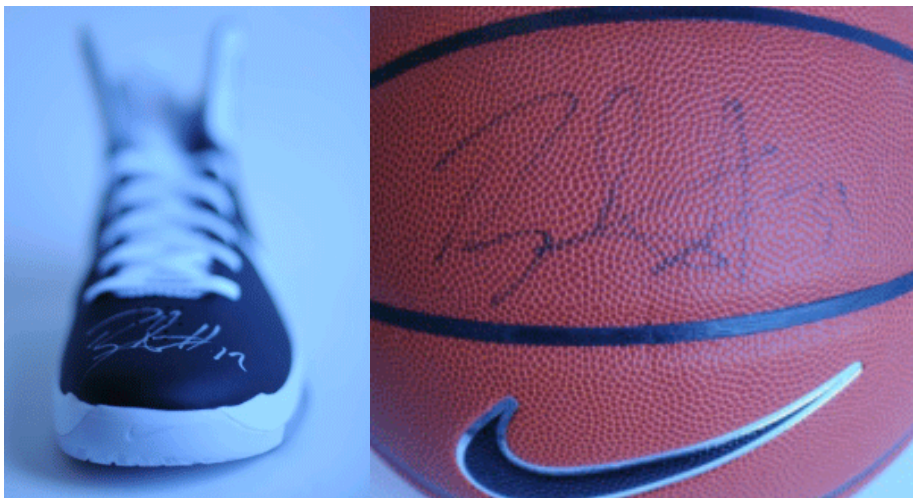


CASE STUDY / POWERBAR: SOCIAL COMMUNITY ENGAGEMENT

# POWERBAR GETS A 500% INCREASE IN "LIKES"—EARNs SOCIAL STREET CRED

PowerBar® is well known for engaging with the athletes who use its sports nutrition products. The brand sponsors major competitions, gives away PowerBar merchandise at events, and features premier athletes as PowerBar® Team Elite™ members. PowerBar's Web site provides valuable sports nutrition information that athletes can use to reach their performance goals.



NBA gear signed by Los Angeles Clippers star Blake Griffin during PowerBar photoshoot



Facebook sweepstakes where fans were eligible to win NBA gear signed by Blake Griffin

## CHALLENGE

Because team and community are important parts of PowerBar's marketing strategy, social media sites such as Facebook presented a great opportunity for the brand to engage more fully with potential customers and to expand awareness of PowerBar products.

## SOLUTION

OIC designed a Facebook sweepstakes featuring popular Los Angeles Clippers star Blake Griffin. By clicking "like" on the PowerBar Facebook page, fans were eligible to win NBA gear such as a basketball signed by Blake. OIC's strategy was to promote the contest through multiple channels to amp up the results, so the contest was featured on Blake's own Facebook page, Twitter, PowerBar.com, and in targeted Facebook ads.

## RESULTS

In just six weeks, PowerBar's Facebook fans increased by 500%.<sup>\*</sup> Now, following the sweepstakes, PowerBar ranks second among comparable sports nutrition brands in Facebook "likes," trailing only Gatorade. And as a result of this campaign, PowerBar gained three times more fans than its closest direct competitor.<sup>\*</sup>

The results are valuable in two ways. From a sales perspective, fans spend, on average, \$72 more than non-fans and are 28% more likely to exhibit brand loyalty (GigaOM, 2010). But the value grows exponentially when you consider that active fans will recommend you to as many as ten people. The Blake Griffin sweepstakes increased PowerBar's fans from 36,394 to 191,172. That's a substantial new audience for PowerBar to reach out to, and a substantial number of new fans telling their online and personal friends about PowerBar.

*<sup>\*</sup> Within 6 weeks of the campaign launch PowerBar had 83,000 Facebook "Likes" compared to Clif Bar's 21,750 Facebook "Likes."*

**/ IN JUST SIX WEEKS, POWERBAR'S FACEBOOK FANS INCREASED BY 500%.<sup>\*</sup>**

**/ POWERBAR GARNERED THREE TIMES MORE FANS THAN ITS CLOSEST DIRECT COMPETITOR.**

**/ THE BLAKE GRIFFIN SWEEPSTAKES INCREASED POWERBAR'S FANS FROM 36,394 TO 191,172.**