

CVS Case Study

Challenge

For the CVS MTV Video Music Awards #LooksThatRock campaign, the client wanted to make a splash with young consumers (women ages 18-24) and help them realize that the beauty looks celebrities flaunt on the red carpet are easily accessible using P&G Beauty products available at CVS stores everywhere.

Strategy

Massive Sway hosted a hugely successful 60-minute Twitter conversation on behalf of P&G Beauty and CVS in conjunction with the MTV VMA's. One hour before the VMA's aired, the Twitter influencers discussed the different looks that rocked the red carpet, alongside P&G Beauty products at CVS.

Given the young target demographic and incredibly visual nature of this program, Massive Sway also hosted an Instagram party in tandem to the Twitter conversation.

Outstanding Results

- 17.61 million impressions in the hour prior to the VMAs
- 3,721 tweets
- 7,231 comments and 115,000 likes on the Instagram #LooksThatRock images



Interested in how you can achieve similar results with your Sway Group programming? Reach out to your client manager at 844-GET-SWAY (844-438-7929) and get custom pricing today.