

Graco Case Study

Challenge

When Graco launched the first and only newborn to two-year infant car seat that actually grows with a baby from four pounds to 40 pounds, they knew they needed to target parents on the go. To reach this demographic, they tapped Sway's massive network of parent bloggers to find the right influencers to spread the word.

Strategy

Massive Sway recruited over 62 bloggers across the country to host parties in their homes and at retail partner Babies R Us in order to launch the Graco Snuggly Click Connect carseat. The hostesses made the event fun and relevant to attendees by providing a product demonstration, as well as incorporating food, decor, games, and even grab bags for participants.

Sway also worked with roster bloggers as Graco brand ambassadors, who not only added high profile influence, but also facilitated a "takeover" of the brand Facebook page and created targeted Pinterest boards.

Outstanding Results

- Over 30 million impressions
- More than 1 million unique people reached on Twitter
- #GracoSnuggly trended multiple times during the in-store demonstrations at Babies R Us, beating even #LSU on the day of a major football showdown!



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.