

## Pam Case Study

### Challenge

PAM cooking spray looked to Sway to drive awareness of their “99% Less Residue” product line in preparation for holiday cooking everywhere.

### Strategy

Working with the extended Massive Sway network, Sway recruited 100 female influencers from across the country to build awareness and generate buzz around the product and its uses.

Each influencer delivered a sponsored post, plus amplification across all of the major social media platforms.

### Outstanding Results

- Over 172,000 blog post impressions
- #PAMSmartTips hashtag received 8,190,000 impressions on Twitter, reaching 2,680,000 people
- Images from the campaign received over 3,000 repins on Pinterest



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.