

VSP Case Study

Challenge

Is it possible to convince trendsetters that insurance can be fashionable? When VSP, the nation's only not-for-profit vision care company sought to do just that, they turned to Massive Sway for help.

Challenge accepted!

Strategy

The key to this campaign was communicating that there's more to glasses than meets the eye - they are also the only fashion accessory you can insure.

Massive Sway recruited 20 lucky fashion and lifestyle influencers to receive VSP insurance, as well as choose and style eyeglasses made affordable through VSP coverage. Influencers also encouraged their readers to enter a Pinterest sweepstakes hosted jointly by VSP and bebe.

Outstanding Results

- More than 4.8 million impressions on Twitter
- Influencers encouraged their 419,379 Pinterest followers and 390,121 Facebook fans to enter the Insure Your Look sweepstakes



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.