

CASE STUDY//SNAPSHOT

CASE STUDY #02

THE CATEGORY// JEWELLERY

THE PRODUCT// BIRTHSTONE RINGS

THE CLIENT// PANDORA

THE CAMPAIGN// YEAR OF THE RINGS

THE STATS

READERSHIP// 513,000

REACH// 500,000,000

CORE TARGET// WOMEN AGED 18-34

CHANNELS// PRINT, DIGITAL, SOCIAL/PR AND EVENT

ROI INDEX// 2821%

THE DELIVERY



LOGO

We developed a hybrid logo to be used everywhere the FFF property was mentioned or present.



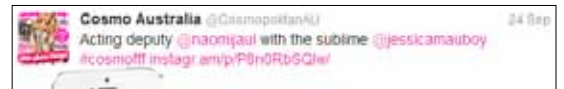
MAGAZINE

22 Fun Fearless Female editorial pages between July and Dec 2012 issues



DIGITAL

With each of the FFF finalist profiles on the hub, a Pandora birthstone ring was matched to the finalist's birth month.



SOCIAL/PR

Specific hashtag for FFF voting and event #CosmoFFF
Gifting suite on the 24th of September



EVENT

Pandora branding on media walls



THE CHALLENGE

The birthstone ring campaign was about mass reach concentrating on a new look each month. Our challenge was to work the birthstone rings into the overall FFF property.

THE SOLUTION

Cosmo adopted a policy of seamless integration for Pandora throughout the awards. Pandora's birth stone rings were then integrated online, in-mag and at the event.

THE RESULTS

Overall, the FFF awards generated 208,136 votes. The PR and social media from the awards was over \$1 million in value.

THE TESTIMONIAL

“PANDORA enjoyed a fruitful partnership with Cosmopolitan Magazine on their Fun, Fearless, Female Awards. The Fun, Fearless, Female Awards were a natural fit for PANDORA. The property offered a great opportunity to target and inspire young Australian women by honouring women of integrity for their achievements in a variety of different fields.”

Glenda Wolman, Vice President Marketing

THE CHALLENGE

How do we keep the FFF awards fresh with readers in its 5th year and ensure that Pandora receives the proposed ROI?

How can we keep our readers involved and voting for their finalists and winners throughout the campaign period, whilst keeping the major sponsor front of mind?

Cosmo's FFF awards is an entirely reader-voted and chosen property and our biggest event of the year. The Pandora brand is well-versed with sponsoring big properties however our challenge was to offer something new in this space.

The birthstone ring campaign was about mass reach concentrating on a new look each month. Our challenge was to work the birthstone rings into the overall FFF property.

THE SOLUTION

In-mag: Cosmo featured the birthstone rings in an editorial shoot with the FFF finalists in the October issue. The print campaign comprised of a TPV advertorial showcasing a birthstone ring in line with the birth month, and a FP brand ad opposite. The ads were positioned on Cosmo's "How Do I Wear It" pages which is an instructional fashion environment.

Digital: With each of the FFF finalist profiles on the hub, a Pandora birthstone ring was matched to the finalist's birth month.

Social/PR: At the gifting suite, FFF finalists and VIPs were treated to Pandora birthstone rings as part of the experience. We had tweets and facebook posts from Jessica Mauboy, Zoe Balbi, Ros Reines, Sophie Lowe, Krew Boylan, Jessie Bush and many more.

Event: Pandora branding on two media walls, branding on menus and placecards and a special Pandora gift was included as part of the table settings.

THE RESULTS

During the first voting phase, readers could win one of 12 Pandora birthstone rings. The first phase drove 4,165 competition entries.

The second voting phase was for one reader to win two tickets to the FFF awards night. This drove 2,329 competition entries.

Overall, the FFF awards generated 208,136 votes for both phases.

Pandora sponsored the voting hub and during the campaign period received 544,608 page impressions.

The pink carpet awards night was hosted by Ruby Rose and performances were from Sarah De Bono and DJ Havana Brown. The star-studded guest list included: Ricki-Lee Coulter, Charlotte Dawson, Cheyenne Tozzi, Samantha Wills, Jesinta Campbell, Sophie Lowe and many more.

The PR and social media from the awards was over \$1 million in value.

EXTRAS

COSMOPOLITAN
FUN *fearless* FEMALE
brought to you by
PANDORA

Invites you to an afternoon of pampering and goodies at our exclusive gifting suite

MONDAY SEPTEMBER 24, 2-5PM
THE ESTABLISHMENT HOTEL PENTHOUSE
5 BRIDGE ST

RSVP See roxy@sweatit.com

PANDORA ESTABLISHMENT

EVENT



ADS
Pandora's Birthstone Ring Campaign.



RING OF THE MONTH — DECEMBER —

TURQUOISE
Celebrate the end of the year with this birthstone ring. The ring is made to look like a real gemstone, with a rich, vibrant color and a smooth, polished finish. Find your birthstone at www.pandora.net

PANDORA
UNFORGETTABLE MOMENTS

Express your story and create your design at www.pandora.net

RING OF THE MONTH — OCTOBER —

PINK OPAL
Celebrate the end of the year with this birthstone ring. The ring is made to look like a real gemstone, with a rich, vibrant color and a smooth, polished finish. Find your birthstone at www.pandora.net

PANDORA
UNFORGETTABLE MOMENTS

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FROM LEFT TO RIGHT:

The awards invite; Ricki-Lee with her best singer award; Host Ruby Rose; The pink room; Woman of the year Zoë Foster with Cosmo's editor Bronwyn McCahon and her winner's cheque; Sarah De Bono.