

philosophy drives new site traffic with UGC-driven Mother's Day campaign

Skincare brand uses Bazaarvoice Stories™ to help build brand loyalty with new visitors

philosophy is a skincare company that “celebrates feeling well and living joyously.” It has been endorsed by doctors, celebrities, and most importantly its customers. philosophy encourages customers to “to live a better life by being better to yourself.”

In April 2008, philosophy enabled its clients to share personal stories and pictures online with their “Your Mom’s Philosophy” campaign, which they implemented and managed using Bazaarvoice Stories.

This Mother’s Day-inspired contest encouraged clients to share their mothers philosophies at www.yourmomsphilosophy.com. Between April 11 and May 9, 2008, philosophy received more than 1,000 stories, and offered a \$1,200 Philosophy shopping spree to the winning mom’s story. Customers voted on their favorite stories and only five votes separated the top two stories, so both moms received shopping sprees. philosophy promoted this campaign using emails to its email database and through partnerships with other gift-related sites.

Campaign drove new visits, engaged new visitors

Analysis showed that 39% of all site traffic for May originated on a Stories page, indicating that writers shared their stories with others, and the emails about the campaign were compelling.

Also, 33% of all new visitors to the site read at least one story during their visit, enabling philosophy to engage new visitors at a deeper brand level, beyond the product or category level.

Visitors to Stories page spent more time on the site; spent more per order and bought more items

Those who visited Stories pages, when compared to site average, had:

- * 81% higher pageviews
- * 20% higher average order value
- * 19% more items per order

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philosophy aimed to increase customer engagement and brand loyalty with the Your Mom's Philosophy campaign. As their first campaign integrating customer-generated content, they saw that their customers wanted to engage with the brand and with each other. They plan to use Bazaarvoice Stories for future campaigns to continue building customer engagement through sharing and storytelling.

Client: philosophy

Agency: Bazaarvoice and iDotBox

Budget: Undisclosed

Date of Campaign: April-May 2008

Case Study URL: <http://www.bazaarvoice.com/caseStudies.html>