

MS&L Gets Students Buzzing About Its NY Intern Challenge

Manning, Selvage & Lee's New York office holds an annual "Intern Challenge" to select its 10 Summer interns and wanted to use the web to create buzz around the event. The Challenge is based on the NBC show "The Apprentice" where students compete for the available internships.

Challenge:

- Bring a closed-door, private event to the friends and families of the 30 competing students
- Drive word of mouth and buzz via the web through social media tools

Solutions:

- Create Facebook group for the Intern Challenge to serve as a hub for all online activities
- Email blast to participating students to help "spread the word"
- Utilize Ustream.tv to broadcast a live feed of the show to friends and families
- Event was live Twittered using the hashtag "mslintern"
- Show and Twitter feed were integrated into the mslpr.com site

Results:

- Over 120 people joined the MS&L NY Intern Challenge Facebook group during a three day time period leading up to the Challenge
- The live video stream had over 1,100 views on Ustream.tv, garnering the main "slot" on their home page for two hours
- Our Twitter feed was featured as "What's Hot" on Twemes.com
- Several comments from friends and families cheering them on, which were later read on-air to each competitor

Client: MS&L NY

Agency: MS&L

Budget: Undisclosed

Date of Campaign: April 18, 2008

Case Study URL:

<http://www.new.facebook.com/group.php?gid=16901311284>