

# Rate and review case study

Rubbermaid® Premier 12 Piece Storage Set

*SheSpeaks program exceeded client expectations by 1,300%.*



## Opportunity

- Drive trial and recommendation of Rubbermaid's new Premier Food Storage Containers
- Generate user testimonials and integrate onto Rubbermaid.com

## Solution

- A six-week social engagement program put the product into the hands of the brand's target consumer
- Full-size 12-piece storage containers were shipped to participating SheSpeaks members for trial
- Ongoing communication with women generated photos as well as written and video testimonials
- A partnership with BazaareVoice's leading rate and review platform provided an integrated solution to generating user content and uploading it directly onto Rubbermaid.com

“ At Rubbermaid, we realize how important the voice of the consumer is in designing and validating our products. Partnering with SheSpeaks was a natural fit for taking that consumer experience to the next level. In addition to quantitative results, consumers provided rich feedback through video content that showed us how we delivered on our brand promise.”

- Jim Deitzel, Sr. eMarketing Manager for Rubbermaid

## Impact

Within five weeks...

**50%** of members submitted written reviews

**104** uploaded video reviews, ranging from 30-second clips of moms packing leftovers to 3-minute reviews of one member using the Rubbermaid containers to store make-up

In total, program participants submitted 350 written and video testimonials on SheSpeaks.com.

The quality of the content was creative, varied and authentic and at a 97% acceptance rate to brand criteria. All assets are now displayed within Rubbermaid product reviews [www.rubbermaid.com](http://www.rubbermaid.com).



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