

Influencer Activation case study

The Aetna Healthy Food Fight



Challenge

- Build awareness for Aetna's Healthy Food Fight, a national campaign to encourage healthy eating
- Promote the Healthy Food Fight Recipe Contest, judged by Bobby Flay

Solution

Activated SheSpeaks Influential Members for a customized online word-of-mouth program via:

- Two Healthy Food Fight Twitter events, with SheSpeaks Members and Bloggers as panelists
- Dedicated emails to SheSpeaks Members about Healthy Food Fight, including geo-targeted emails promoting local Healthy Food Fight events
- Inclusion in SheSpeaks email member newsletter
- Multiple blog posts on www.shespeaks.com
- 100 posts by SheSpeaks bloggers on their blogs, with giveaways
- Dedicated landing page on www.shespeaks.com, linking to Healthy Food Fight recipe contest built and hosted by SheSpeaks

“The original target was 6 million and we achieved 27 million earned media impressions. Aetna is very pleased with the strategy for building more viral activity and WoM efficiently through SheSpeaks.”
- Belinda Lang, Lead Aetna Brand & Consumer Marketing



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VIEW CLIENT SITE: www.shespeaks.com/corp



Impact

Generated **27 million** earned media impressions, over **285%** above goal

Over **1 million** individuals reached

11,000 tweets

100 blog posts from SheSpeaks members

SheSpeaks is one of the top traffic drivers to Aetna's Healthy Food Fight site

