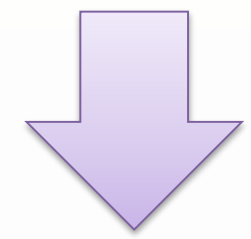


# *Mothers Day 'Surprise and Delight' Influencer Campaign*



# Marketing Background



# Campaign Overview



- To promote Lir Chocolates in the run-up to Mother's Day in March 2019, we launched a 'Surprise and Delight' campaign, surprising hand-picked influencers with chocolates prior to Mother's Day
- We strategically selected nine 'Mummy Bloggers' to send product to. By choosing relevant influencers, this meant we would subsequently reach a relevant audience.
- Each influencer received a hand-written note. To make the gift stand out, each note was personalised
- As well as tell influencers they were receiving the product due to Mother's Day which was approaching, we looked at their social channels to find another reason to give them chocolates which was personal to them
- This resulted in strong content being shared as most influencers mentioned or showed the hand-written note

# The Influencers



JANINE'S LITTLE WORLD

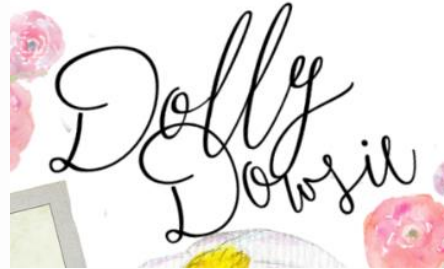
Welcome to the life of a full-time working mum

BIGBROWSMESSYHAIR

ME  
the MAN  
and  
the kids



THE MAMMA FAIRY  
Blogging about the trials and tribulations of parenting



My Little Mummy Blog

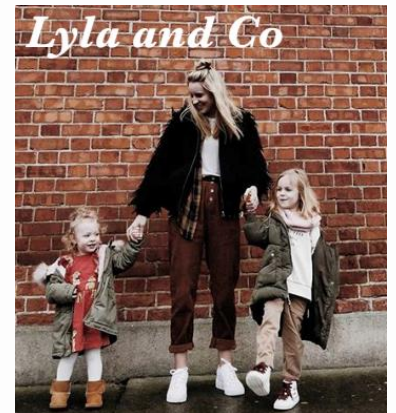
Cuddle Fairy

There's Positivity Around Every Corner



Glitter Mama Wishes

Irish Lifestyle, Parenting & Beauty Blog

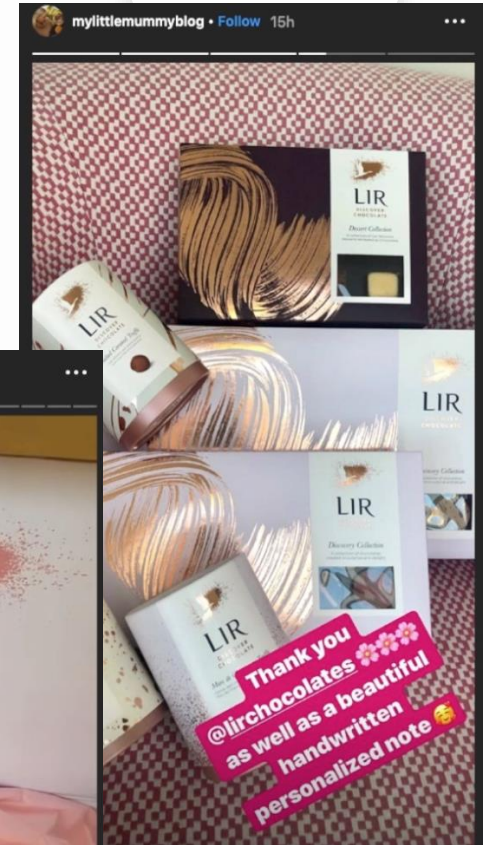
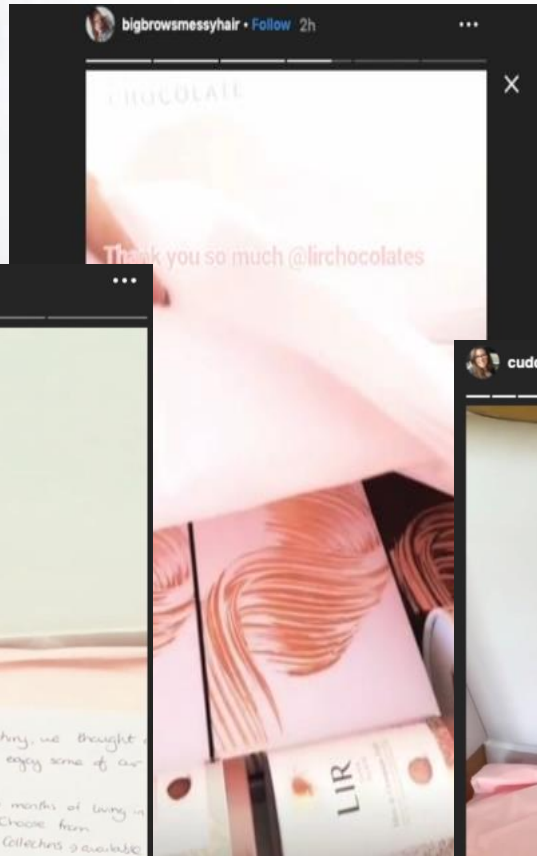


# *Collaboration Terms*

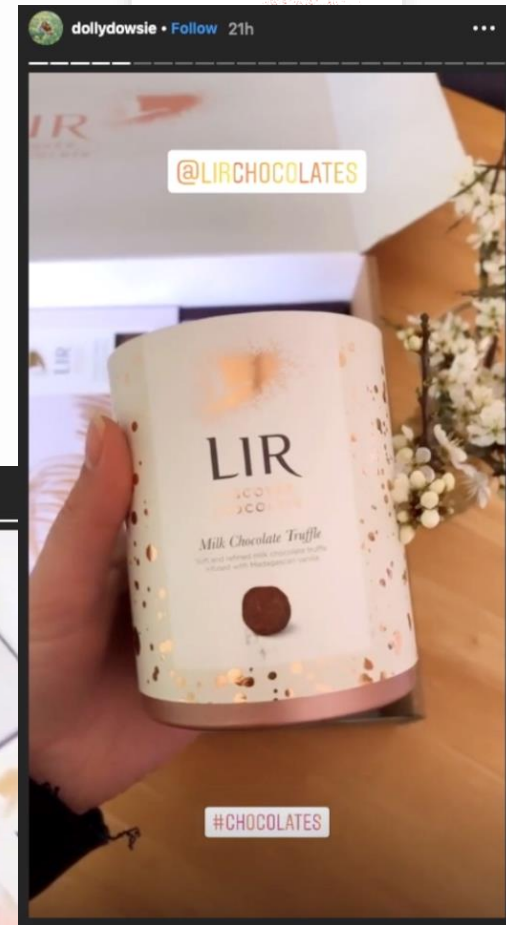
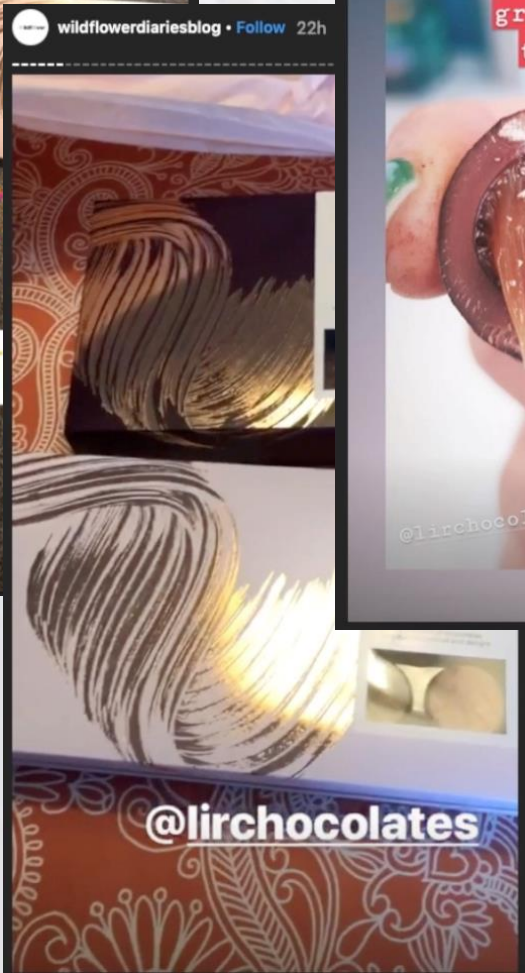


**NONE**

# Content Generated



# Content Generated



# Results



The campaign resulted in a potential reach of over **122,000 people**

**Over 11.5 minutes of footage** published on influencers' channels

Along with Instagram Stories, other content was shared including standard Instagram photos and tweets

All content published featured positive sentiment

Content shared generated lots of engagement from influencers' followers

Campaign resulted in lots of user-generated content to share on the Lir Chocolates Instagram and Twitter channels

Over 140 new followers acquired during month of campaign

# *Feedback from Influencers*



Good morning

I suspect my wonderful Lir chocolate were the below. Many thanks, they are so fab. I tweet and covered on my stories.

Though the personal touch in the compliments slip was excellent and a lesson and great pr!

Many thanks  
Laura

I just want to thank you so much for the lovely chocolates I received this morning. Such a nice surprise to get on a Thursday morning. 😊 I never had them before and sampled them with my work colleagues there. Absolute amazing. Thanks

Best Regards,  
Janine

# *Learnings*

1. Pick someone with good handwriting
2. Spellcheck
3. Research/look outside your preferences
4. Timing is everything
5. Start small and simple

# Baileys – SoSueMe 257,000 Followers



- Baileys 102g pouches were put into goody bags for SoSueMe event on 28<sup>th</sup> March.
- Range of Baileys Chocolates products featured on her Instagram story on 27<sup>th</sup> March.
- Instagram Competition on SOSU page with over 12,000 entrants