

# CASE STUDY: THE CLOROX LOUNGE / OPRAH'S O YOU!

## PARTNER: CLOROX

**GOAL:** Drive social media awareness and engagement for Clorox's "The Clorox Lounge" through the promotion of their partnership with Oprah's O You! Event and a giveaway.

## PROMOTION:

- ❖ Giveaway of an all-expenses paid trip for two to Los Angeles for O You!
- ❖ Gloss Social Rewards members entered the giveaway by sharing our promotion and The Clorox Lounge with their Facebook friends

## RESULTS:

- ❖ **49x impressions** per share on Facebook by a Gloss Social Rewards member
- ❖ **57% of users engaged** fell in Clorox's target demographic of women between ages 25 - 54
- ❖ **50% of referrals** came from Facebook Timeline

## WIN IT: THE CLOROX LOUNGE WANTS TO SEND YOU TO O YOU!

WRITTEN BY LOLITA CARRICO ON OCTOBER 21, 2012. POSTED IN GIVEAWAYS, SPONSORED POST



CLOROX IS AN OFFICIAL SPONSOR OF O YOU!

The Clorox Lounge wants to give you a chance to win an all-expense paid trip for you and a friend to Los Angeles for O You!, the O! Magazine event where you can join all of your O, The Oprah Magazine favorites including Gayle King, Suze Orman, Martha Beck, Peter Walsh and more, for a truly memorable day of learning, inspiration and fun!

You can enter to win the grand prize over at The Clorox Lounge. While you're there earn additional sweepstakes entries by playing games like Potty Pairs and In the Can!

But that's not all! GLOSS Social Reward members get an extra perk for sharing and entering: you'll also be entered to win this week's fabulous Clorox / O You! potty pack from GLOSS!

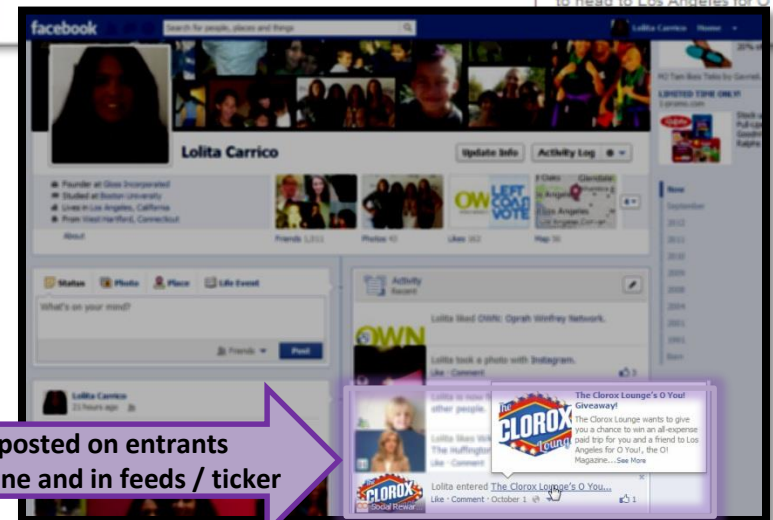
### THE CLOROX LOUNGE'S O YOU! GIVEAWAY!



The Clorox Lounge wants to give you a chance to win an all-expense paid trip for you and a friend to Los Angeles for O You!, the O! Magazine event. Register today to win!

ENTER TO WIN

Tell your friends on Facebook about the fabulous Clorox Lounge and O You! Giveaway by clicking enter on the left. That's all you need to do to enter our giveaway for this week's prize. Then, you'll be redirected to The Clorox Lounge to join the fun, get great tips and enter to win the grand prize to head to Los Angeles for O



Entries are posted on entrants Facebook timeline and in feeds / ticker