

Case Study Telecommunications

Challenge

This cable network channel was launching a new brand that spoke to fashionistas and everyday 'it' girls.

Solution

Make a big statement by aligning with New York Fashion Week while remaining approachable and fun.

BI WORLDWIDE engineered a unique PR moment that invited fashionistas to strut their style on a red carpet all over the streets of Manhattan. Photos and videos captured the glamor and were broadcast over social media channels. BIW coordinated permitting, logistics, staff, social media strategy and execution.

Results

BIW helped the cable network channel make a huge social media impact:

 Reached over 1.7 million Twitter accounts

 Facebook engagement up by 57%

 Facebook reach up by 116%

Over 32 MILLION total online impressions

