

INTRODUCING
bareMinerals
SKINCARE



Client

BARE ESSENTUALS®

Campaign

bareMinerals Skincare Launch

Target

Health & Beauty, Moms

Campaign Duration

Six (6) weeks



Objectives

- Introduce Bare Escentuals' new bareMinerals skincare line to the blogosphere
- Encourage product trial via reviews and blogger giveaways
- Have bloggers and their readers interact with bareMinerals, mingling their personal stories with client branding

Strategies

Strategic Influencer Outreach: Reached out to influential bloggers within the beauty and mom blog communities, inviting them to try the new bareMinerals skincare line themselves. Also optioned product to giveaway to readers.



Results

- **10MM+ impressions on Blogs (7MM+) and Twitter (3MM+)**
- **Sparked enthusiastic blog reviews and recommendations**
- **348 total blog posts, generating over 12K+ comments**
- **Significant measurable Pass-along posts**
- **bMSkincare took a majority share of chatter within social media compared to competitors**

